



**Community Planning** in  
EAST AYRSHIRE

**East Ayrshire**

**Local Outcomes Improvement Plan**

**Area Profile**

MARCH 2018

**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP**  
**LOCAL OUTCOMES IMPROVEMENT PLAN – AREA PROFILE**

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# SECTION 1 - POPULATION

## Introduction

East Ayrshire is situated in south west Scotland and covers an area of 490 square miles, from Lugton in the north to Loch Doon in the south.

It has a population of 122,200, who live in a mixture of urban, rural and isolated communities.

Kilmarnock is the major urban area with a population of 46,770. The remainder of the population lives in smaller communities, ranging from less than a hundred people in small villages and rural areas to 8,830 people in Cumnock.

Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live, work and visit; although inequalities continue to exist within and between our communities.

The results of the Community Planning Residents' Survey 2017 show that 98% respondents in East Ayrshire stated that their town or village was a 'good' place to live. (Scottish average: 95%).

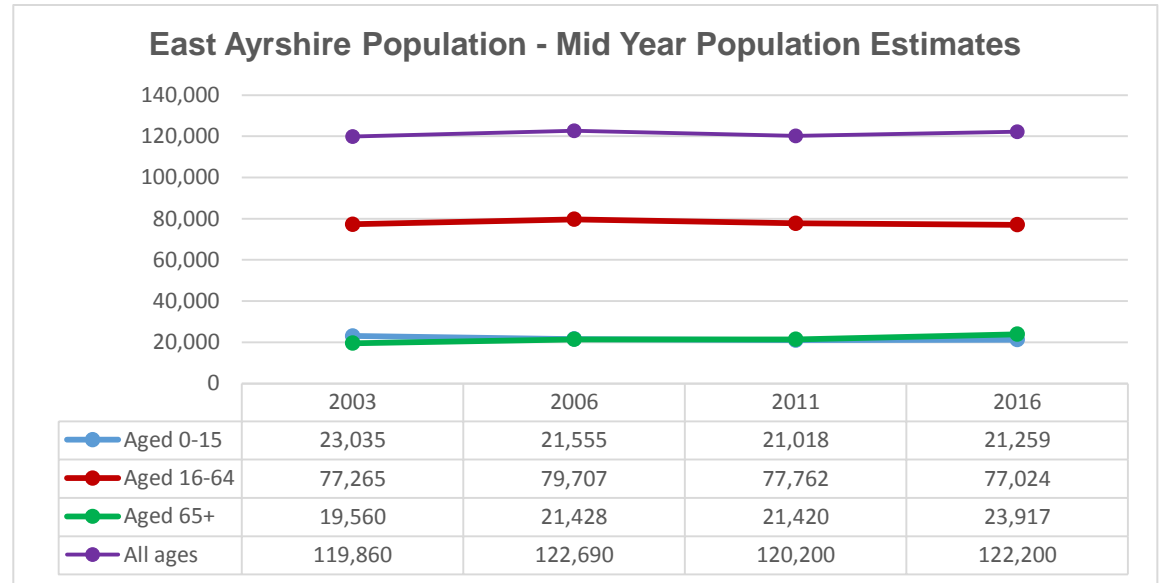


## Population Estimates

The population within East Ayrshire has remained relatively static across the past ten years, from 122,690 in 2006 to 122,200 in 2016, while the population of Scotland has increased by 5.3%.

In the same period (2006-2016):

- The number of children aged 0-15 decreased from 21,555 to 21,259 (-1.4%).
- The number of working age residents in East Ayrshire decreased from 79,707 to 77,024 (-3.4%).
- The number of residents aged 65+ increased from 21,428 to 23,917 (+11.6%).



Source: National Records of Scotland (Mid-Year Population Estimates)

East Ayrshire population: 122,200 residents

48.5% males; 51.5% females

0-15 years: 17.4% (Scotland: 16.9%)

16-64 years: 63.0% (Scotland: 64.6%)

65+ years: 19.6% (Scotland: 18.5%)

75+ years: 8.4% (Scotland: 8.2%)

85+ years: 2.1% (Scotland: 2.2%)

Source: National Records of Scotland (Mid-Year Population Estimates)

## Population Estimates – north and south of East Ayrshire

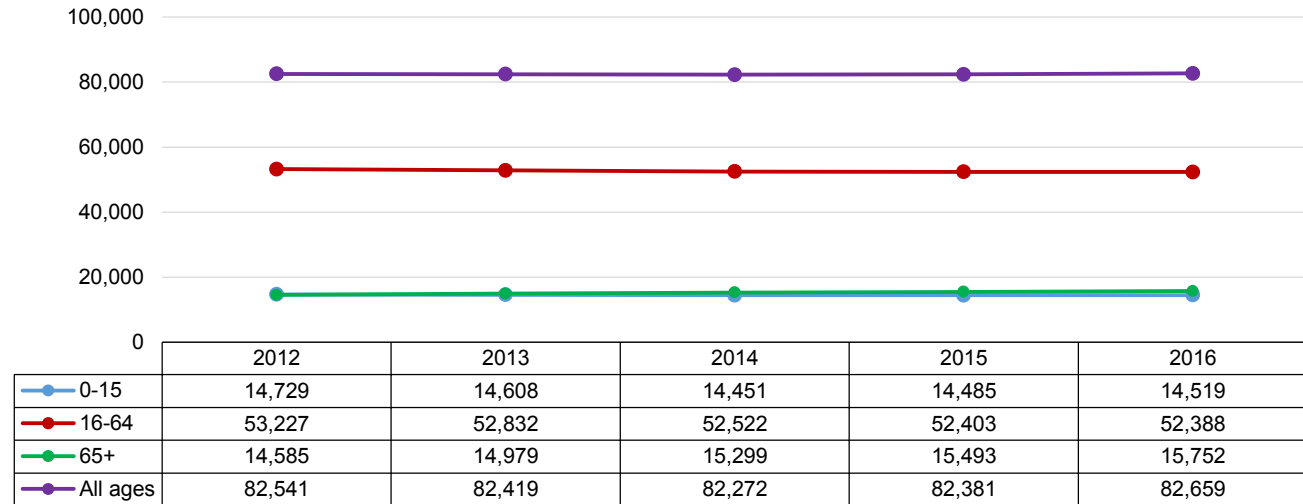
The population within the north of East Ayrshire has remained fairly static over the past five years, increasing by 0.1% from 82,541 to 82,659. This includes:

- The number of children aged 0-15 decreased from 14,729 to 14,519 (-1.4%).
- The number of working age residents decreased from 53,227 to 52,388 (-1.6%).
- The number of residents aged 65+ increased from 14,585 to 15,752 (+8.0%).

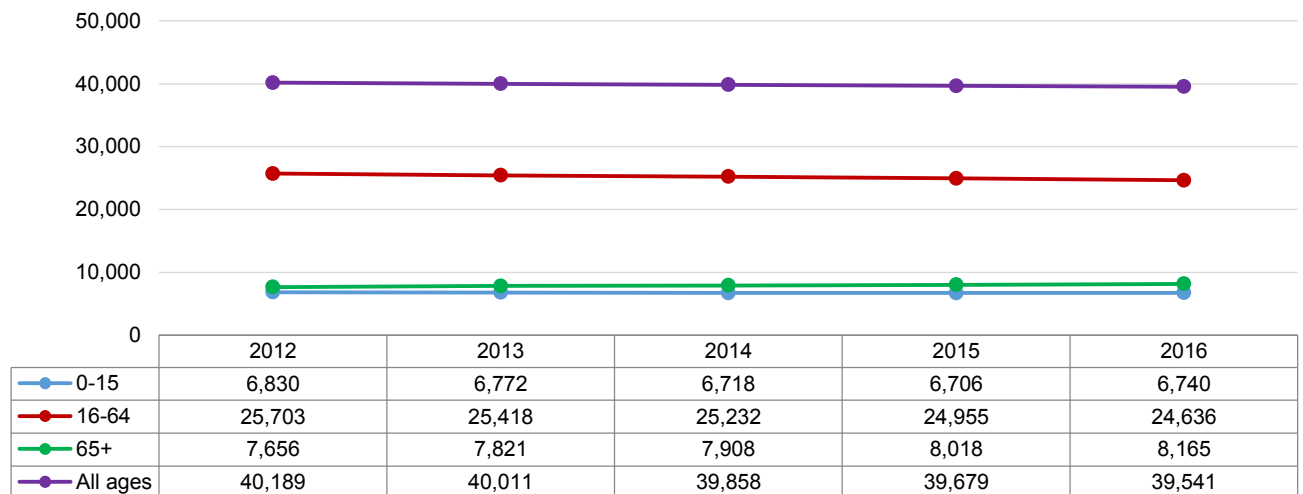
The population within the south of East Ayrshire has decreased by 1.6% over the past five years, from 40,189 to 39,541. This includes:

- The number of children aged 0-15 decreased from 6,830 to 6,740 (-1.3%).
- The number of working age residents decreased from 25,703 to 24,636 (-4.2%).
- The number of residents aged 65+ increased from 7,666 to 8,165 (+6.6%).

### Population Estimates for the north of East Ayrshire, by age band



### Population Estimates for the south of East Ayrshire, by age band



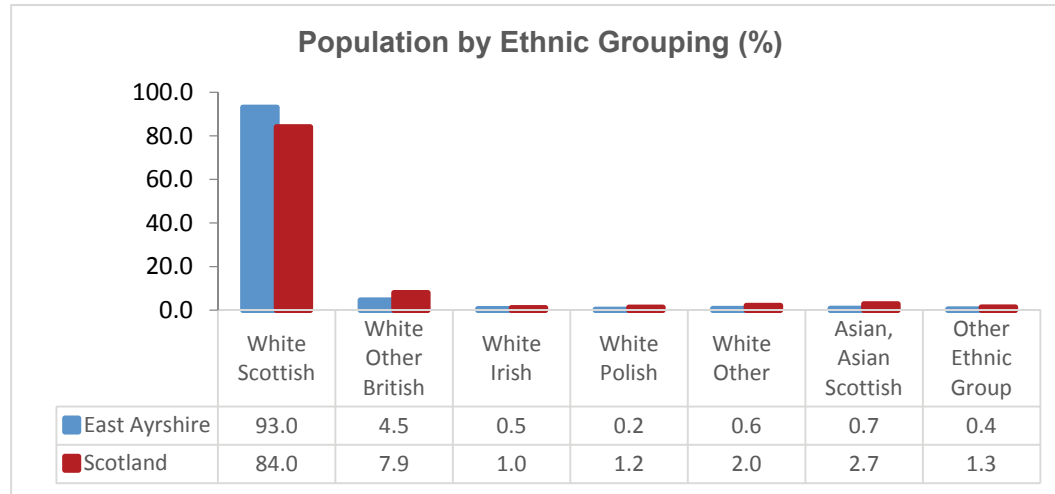
Source: National Records of Scotland Mid-year Population Estimates. (Electoral Ward Population Estimates, August 2017.)

The north of East Ayrshire comprises the following Multi-Member Wards: Annick; Kilmarnock North; Kilmarnock West and Crosshouse; Kilmarnock East and Hurlford; Kilmarnock South; and Irvine Valley. The south of East Ayrshire comprises the following Multi-Member Wards: Ballochmyle; Cumnock and New Cumnock; and Doon Valley.

## Ethnic Grouping

The results of Scotland's Census 2011 show that the population of East Ayrshire is 93.0% White Scottish compared to 84.0% across Scotland.

All ethnic population groupings are lower in East Ayrshire than in Scotland.



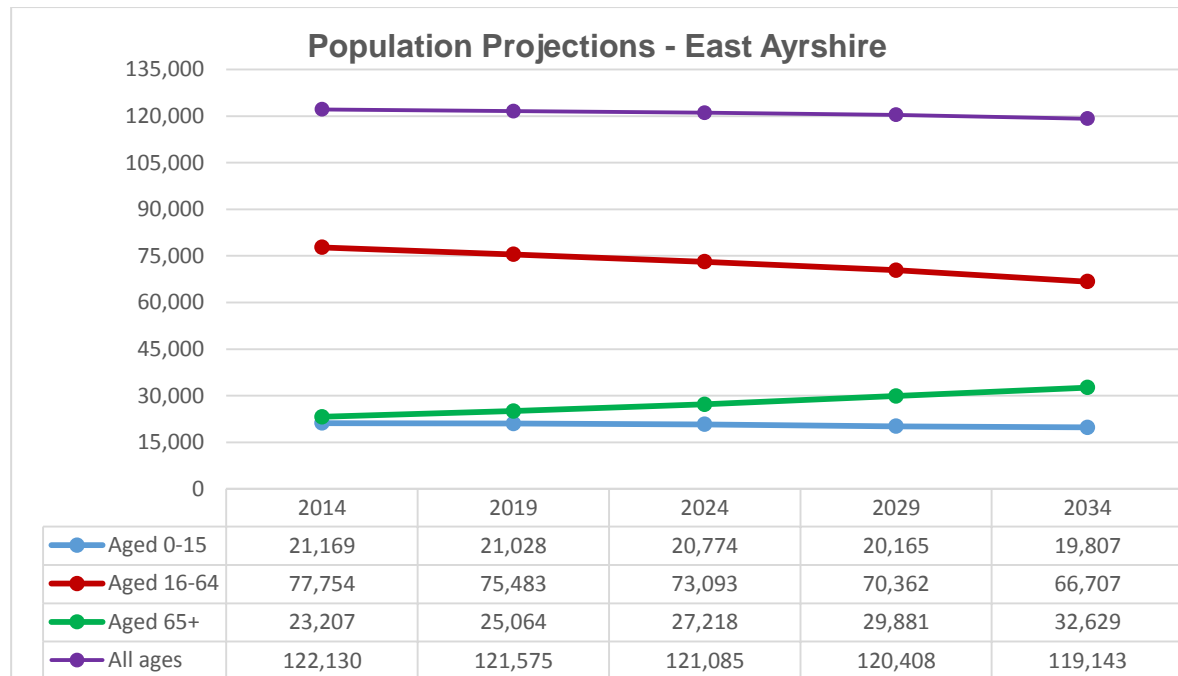
Source: National Records of Scotland (Scotland's Census 2011)

## Population Projections

The population within East Ayrshire is projected to fall by 2.4% between 2014 and 2034, while the population of Scotland is expected to rise by 5.8%.

In the same period (2014-2034):

- The number of residents aged 0-15 is projected to decline from 21,169 to 19,807 (-6.4%).
- The number of working age residents is projected to fall from 77,754 to 66,707 (-14.2%).
- The number of residents aged 65+ is projected to rise from 23,207 to 32,629 (+40.6%)
- The number of residents aged 75+ is expected to rise from 9,986 to 15,848 (58.7%), while the population aged 85+ is expected to almost double (+97.7%).



Source: National Records of Scotland (Sub-National Population Projections), 2017

East Ayrshire's population is projected to fall by 2.4% between 2014 and 2034.

- 0-15 years: 6.4% reduction (Scotland: +2.0%)
- 16-64 years: 14.2% reduction (Scotland: -4.6%)
- 65+ years: 40.6% increase (Scotland: +46.7%)
- 75+ years: 58.7% increase (Scotland: +63.2%)
- 85+ years: 97.7% increase (Scotland: +101.5%)



## Population Projections - north and south of East Ayrshire

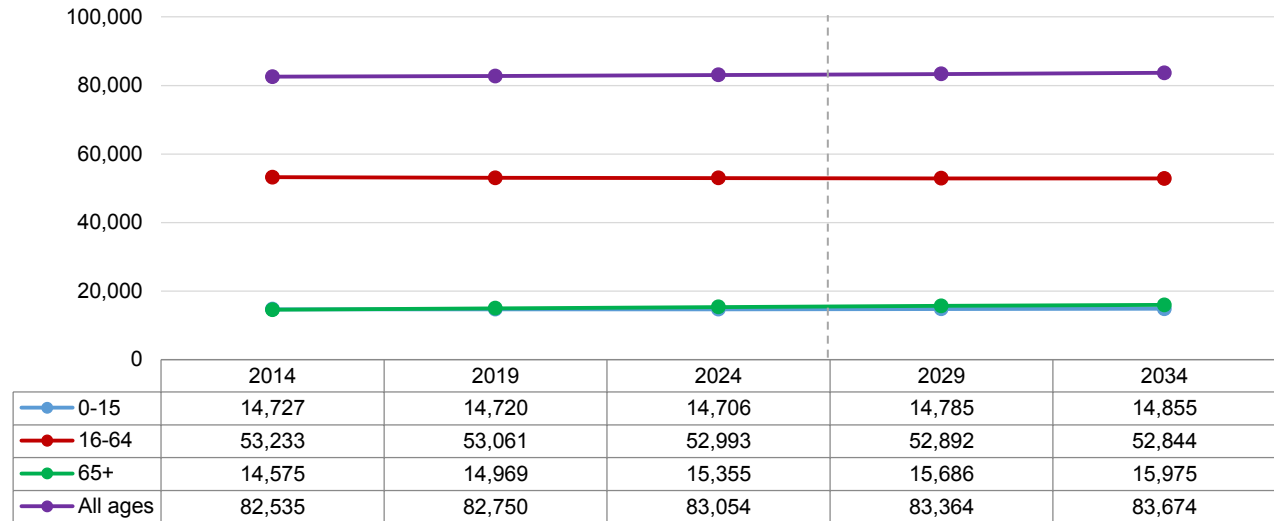
The population within the north of East Ayrshire is projected to increase by 1.4% from 82,535 in 2014 to 83,674 in 2034. This includes:

- The number of residents aged 0-15 to increase from 14,727 to 14,855 (+0.9%).
- The number of working age residents to decrease from 53,233 to 52,844 (-0.7%).
- The number of residents aged 65+ to increase from 14,575 to 15,975 (9.6%).

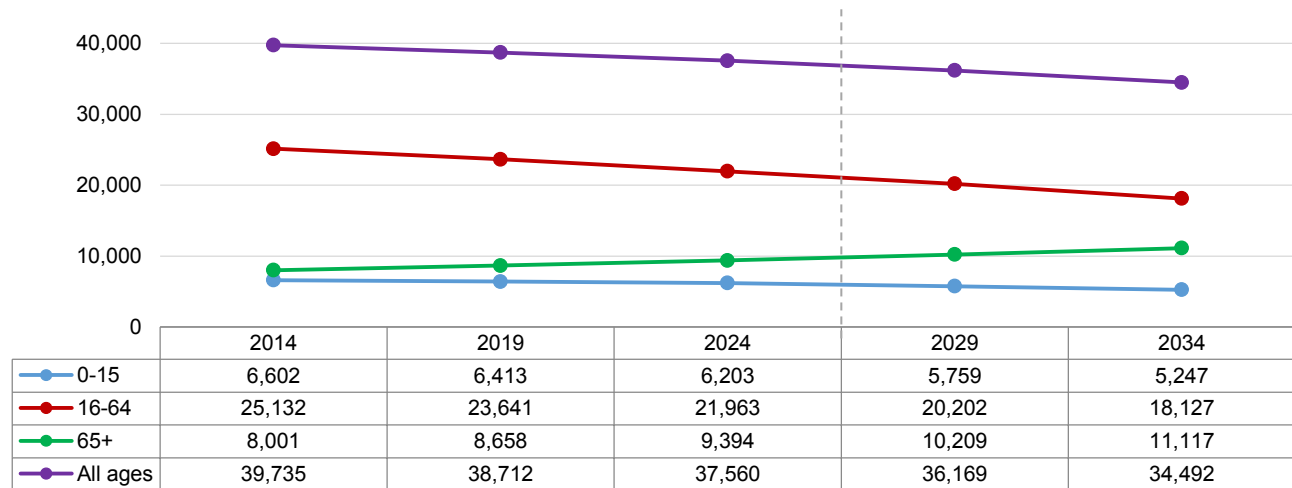
The population within the south of East Ayrshire is projected to decrease by 13.2% from 39,735 in 2014 to 34,492 in 2034. This includes:

- The number of residents aged 0-15 to decrease from 6,602 to 5,247 (-20.5%).
- The number of working age residents to decrease from 25,132 to 18,127 (-27.9%).
- The number of residents aged 65+ to increase from 8,001 to 11,117 (+38.9%).

### Population projections for the north of East Ayrshire, by age band



### Population projection for the south of East Ayrshire, by age band



Source: National Records of Scotland, Population and Household Projections for Scottish sub-council areas (2012-based) (March 2016).

The north of East Ayrshire comprises the following Multi-Member Wards: Annick; Kilmarnock North; Kilmarnock West and Crosshouse; Kilmarnock East and Hurlford; Kilmarnock South and Irvine Valley. The south of East Ayrshire comprises the following Multi-Member Wards: Ballochmyle; Cumnock and New Cumnock; and Doon Valley.

The reliability of projections decreases as you go further into the future; therefore, caution should be used particularly with the projection results after 2026 and small area projections. Uses mid 2012 estimates for population base so numbers may not match those presented in other tables. Numbers presented in these tables are rounded to the nearest whole number so may not sum to totals.

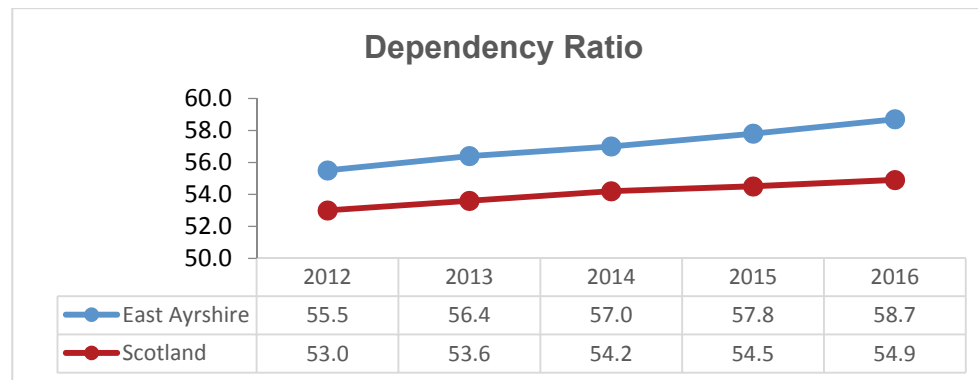
## Dependency Ratio

Dependency ratio in East Ayrshire has been increasing in line with the Scottish trend for the past five years.

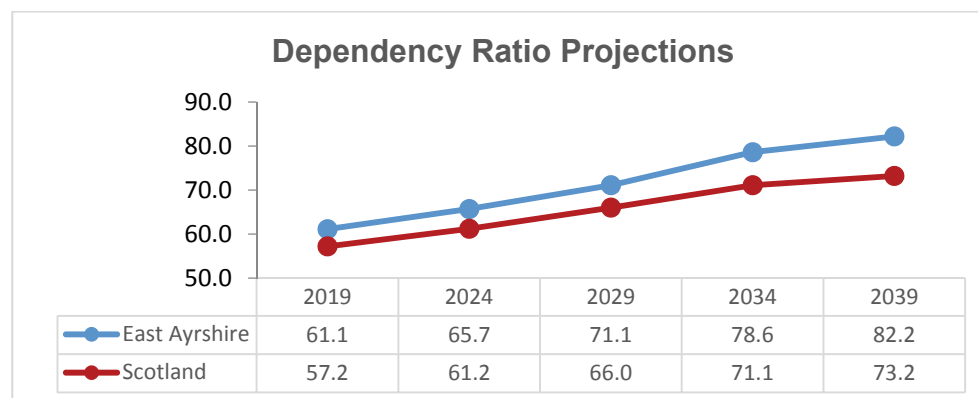
East Ayrshire dependency ratio is higher than the average for Scotland over the last five years.

Dependency ratios in East Ayrshire and Scotland are projected to rise between 2019 and 2039.

Note: The dependency ratio is a measure showing the number of dependents aged 0-15 and 65+, to the total population aged 16-64. It is used to measure pressure on the productive population in the labour force.



Source: National Records of Scotland (Mid-Year Estimates)



Source: National Records of Scotland (Sub-National Population Projections), 2017



## **SECTION 2 - ECONOMY AND SKILLS**

## Business Birth and Survival Rates

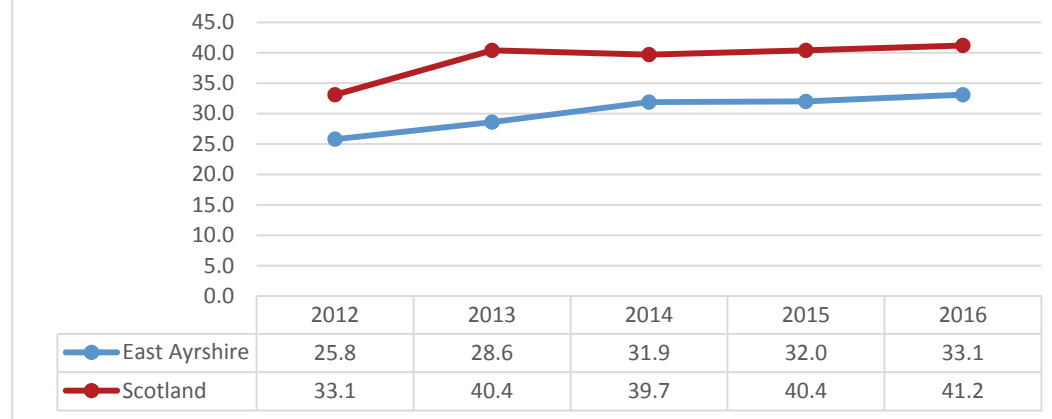
East Ayrshire rates of business start-up increased between 2012 and 2016 (most recent data available), in line with the increase across Scotland; although the East Ayrshire rates are below the Scottish average.

In East Ayrshire, business survival rates have improved over the last three years. While rates are below the Scottish average in four of the last five years, the gap has been closing in the last three years recorded.

Community planning partners recognise the importance of growing and developing the business base in East Ayrshire and a range of business development programmes is being taken forward to support business, particularly supporting business with growth potential

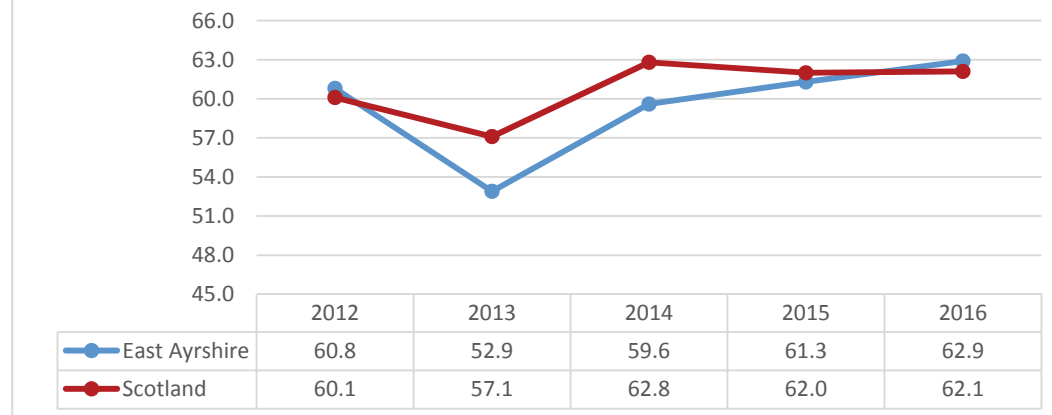
The number of active enterprises in East Ayrshire increased from 2,965 in 2015 to 3,065 as at 2016. (Source: Office for National Statistics – Business Demography 2016)

**Company Birth Rates (per 10,000 adult population)**



Source: Office for National Statistics (Business Demography)

**Business Survival Rates (3 years after start up) (%)**



Source: Office for National Statistics (Business Demography)

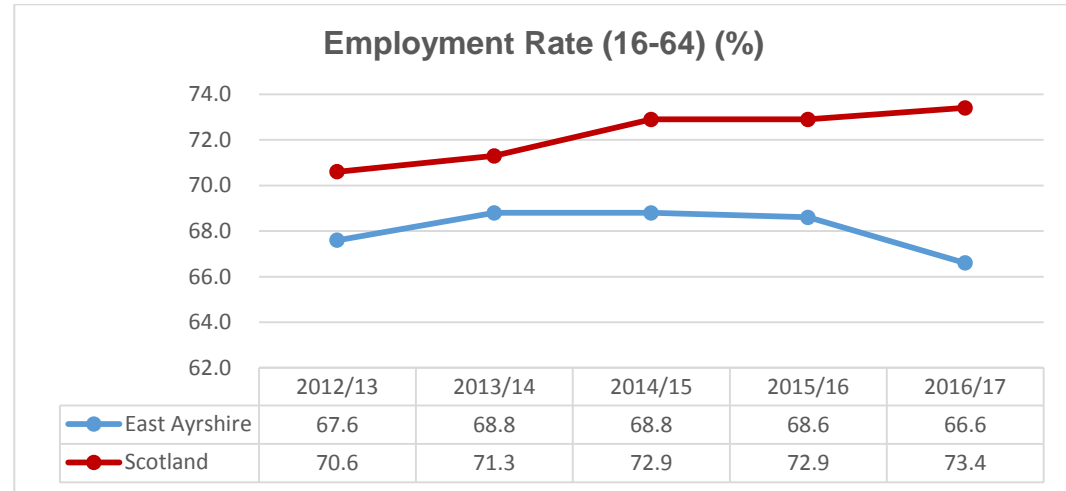
## Workforce

East Ayrshire rates for employment increased between 2012/13 and 2015/16, although declined in 2016/17 and are below the Scottish average.

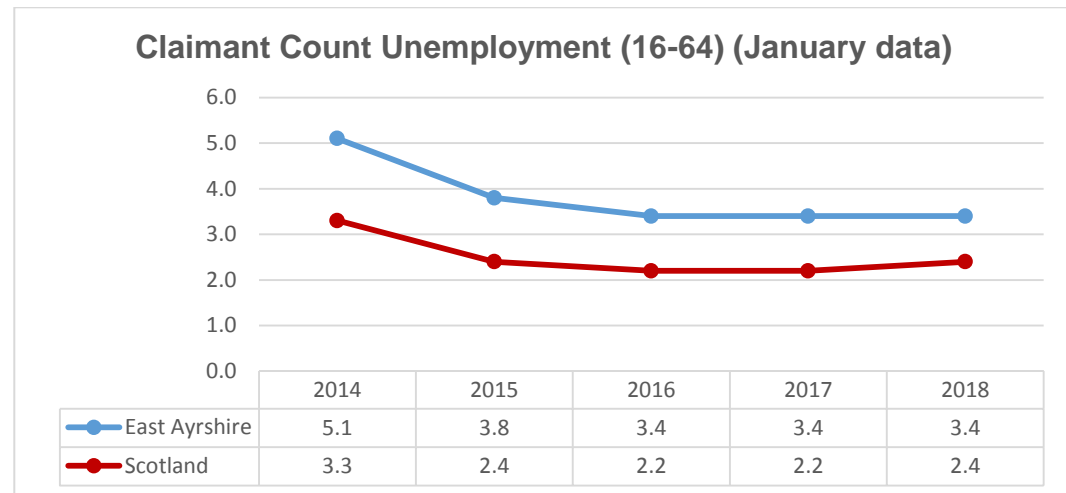
A wide range of local and national employability programmes is being implemented and developed in East Ayrshire to prepare and support people into employment, in particular in key growth sectors.

Claimant count unemployment (16-64) in East Ayrshire has fallen since 2014. Although figures remain higher than the Scottish average, the gap has been closing.

A wide range of employability support is available for unemployed people through our partnership activity, to prepare unemployed people for getting back into the labour market.



Source: Nomis



Source: Nomis

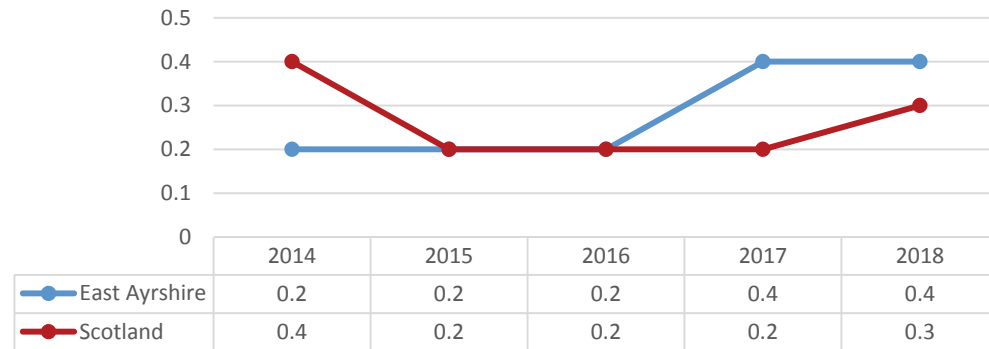
## Youth Unemployment

Youth claimant count unemployment (16-17) in East Ayrshire has been relatively low and generally in line with the Scottish average in recent years.

Youth claimant count unemployment (18-24) in East Ayrshire has fallen significantly since 2013. While remaining higher than the Scottish average, the gap has been closing with Scotland in recent years.

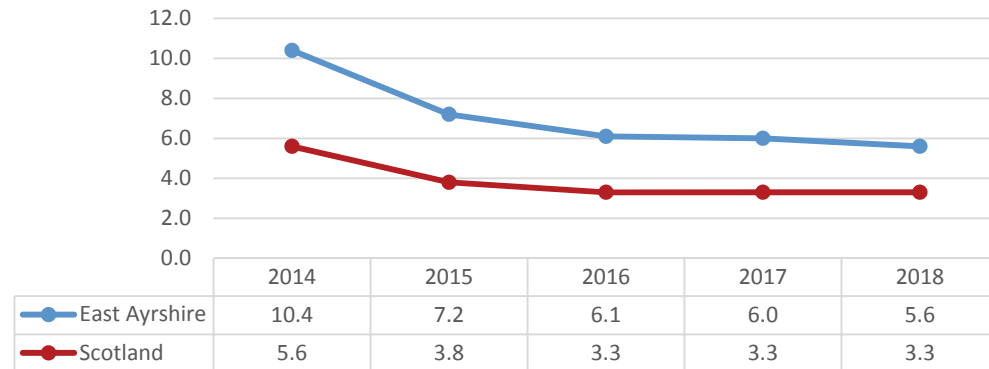
Youth employment has been a strategic priority for the Community Planning Partnership Board over the last three years and a range of programmes has been provided to support young people into work. This activity remains a priority in East Ayrshire and is embedded in our work.

**Claimant Count - Youth Unemployment (16-17) (%)**  
(January data)



Source: Nomis

**Claimant Count - Youth Unemployment (18-24) (%)**  
January data

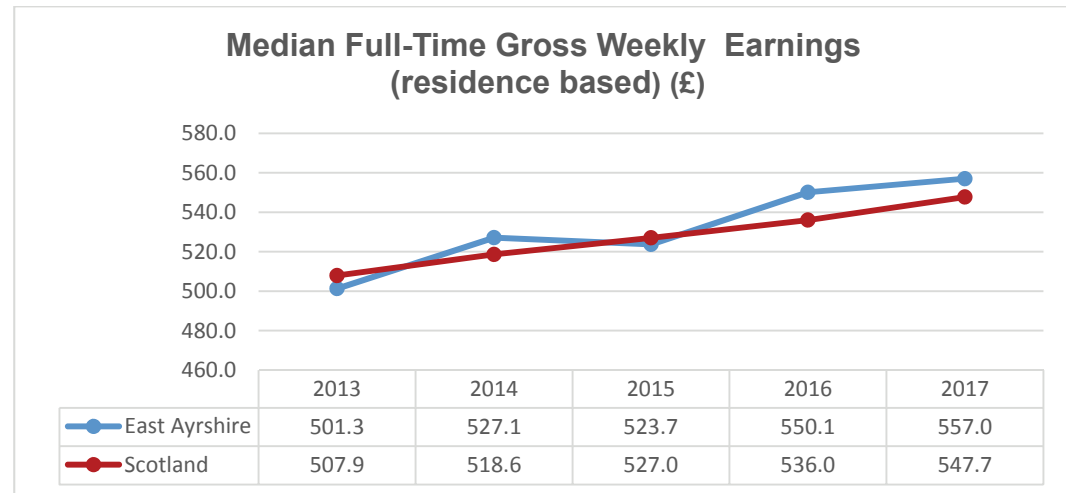


Source: Nomis

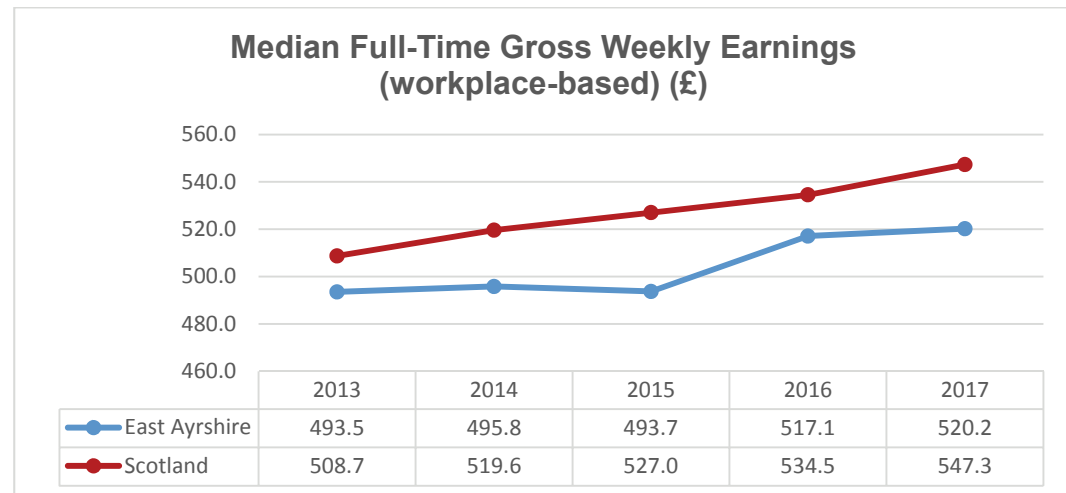
## Median Weekly Earnings

Median full-time gross weekly earnings (residence based) in East Ayrshire reflect an upward trend and have been higher than the Scottish average in three of the last five years.

There has been a year on year increase in median full-time gross weekly earnings (workplace based) in East Ayrshire, although these have been lower than the Scottish average.



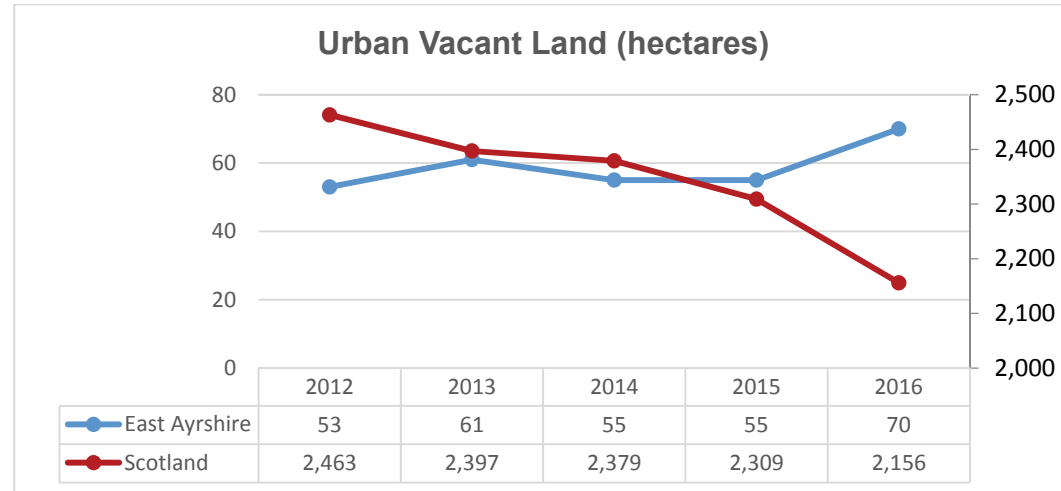
Source: Nomis



Source: Nomis

## Land Area

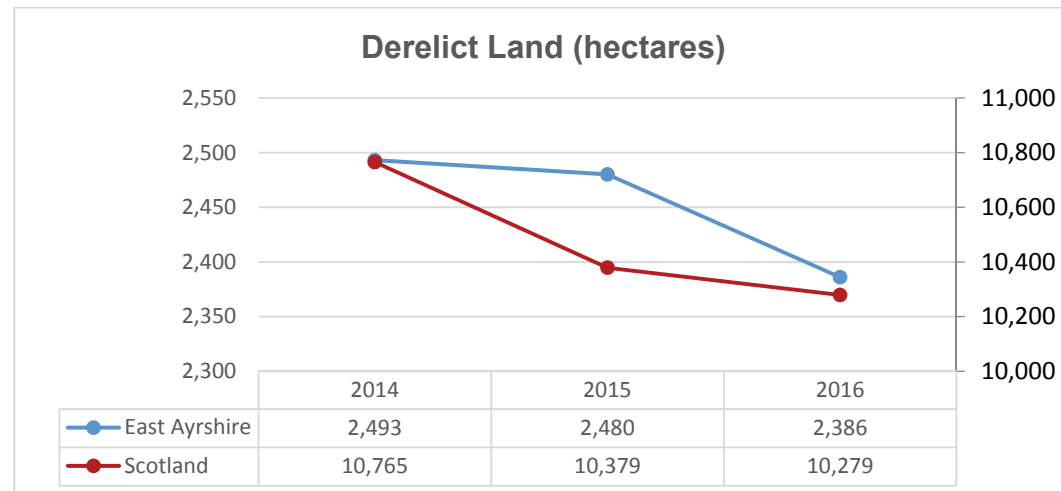
The area of urban vacant land in East Ayrshire declined between 2013 and 2015 but increased in 2016, while Scotland has shown a year on year reduction.



Source: Scottish Government (Vacant and Derelict Land Surveys)

In 2014, there was a re-evaluation of what constituted derelict land. The total area of derelict land in East Ayrshire has declined since 2014. This trend is in line with Scotland.

Note: Data prior to 2014 has been omitted due to the re-evaluation.



Source: Scottish Government (Vacant and Derelict Land Surveys)



## Tourism

The value of the tourism industry to the East Ayrshire local economy has grown from £79.07 million in 2013 to £86.87 million in 2016.

During this time, the total number of visitors to the area decreased by 3.3%, from 1,072,910 in 2013 to 1,037,710 in 2016.

The total number of jobs (FTE) in the tourism sector increased by 0.4% from 1,634 in 2015 to 1,641 in 2016.

The three largest sectors for direct employment in East Ayrshire relating to tourism in 2016 were:

- Accommodation (369 FTEs);
- Transport (345 FTEs); and
- Food and Drink (340 FTEs).

	<b>Tourism generated income</b>	<b>Tourism visits</b>	<b>Tourism jobs (full-time equivalent)</b>
<b>2013</b>	£79.07m	1,072,910	1,580
<b>2014</b>	£85.47m	1,070,800	1,644
<b>2015</b>	£85.96m	1,053,820	1,634
<b>2016</b>	£86.87m	1,037,710	1,641

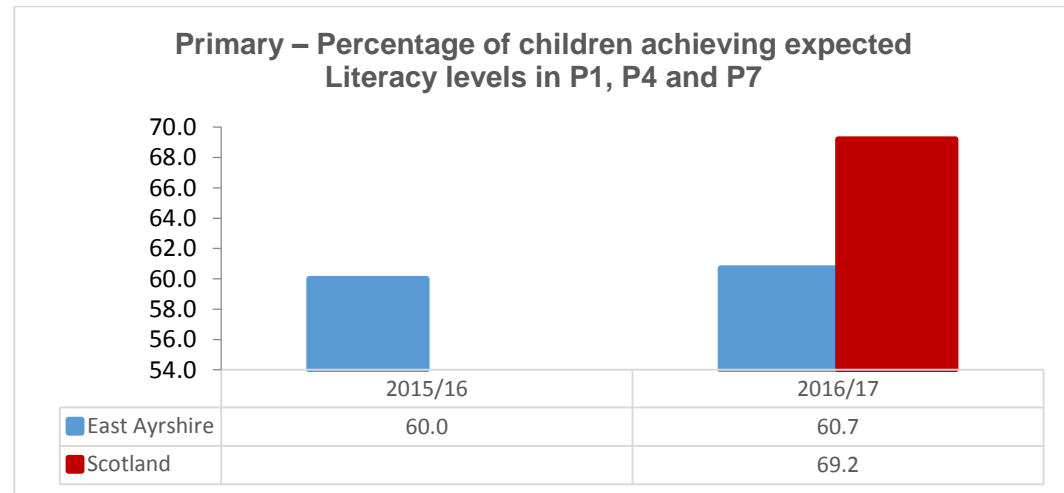
Source: East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report

## Literacy and Numeracy in P1, P4 and P7

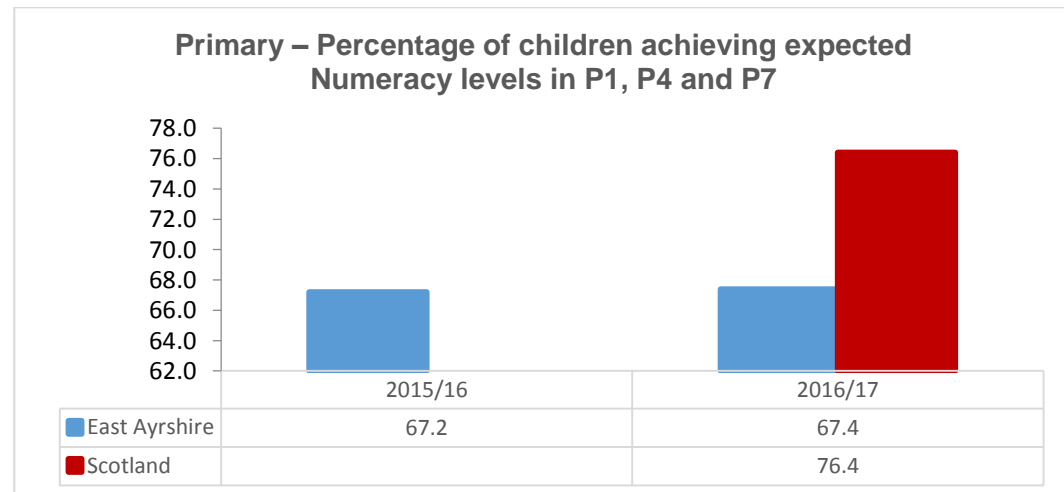
The percentage of children achieving expected levels of literacy within P1, P4 and P7 in East Ayrshire stands at over 60% for 2016/17. National data for 2015/16 is not available.

The percentage of children achieving expected levels of numeracy within P1, P4 and P7 stands at over 67% for 2016/17. National data for 2015/16 is not available.

Educational attainment is a priority for the Council and Community Planning Partners in East Ayrshire, and work is ongoing to support our children and young people to reach the highest standards of literacy and numeracy.



Source: Teacher Judgement Survey, National Improvement Framework, 2017



Source: Teacher Judgement Survey, National Improvement Framework, 2017

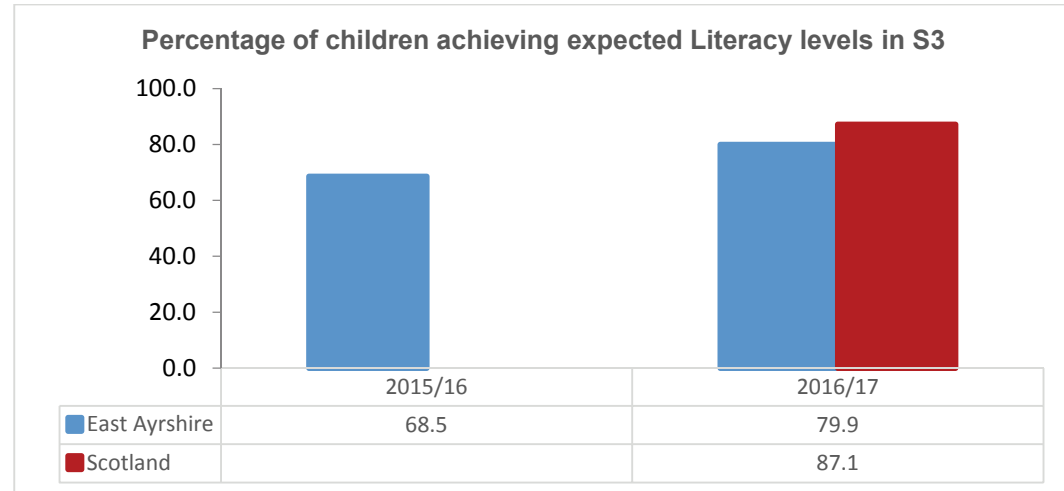
## Literacy and Numeracy in S3

The percentage of children achieving expected levels of literacy within S3 stands at 79.9% for 2016/17, a substantial increase from 2015/16 (68.5%).

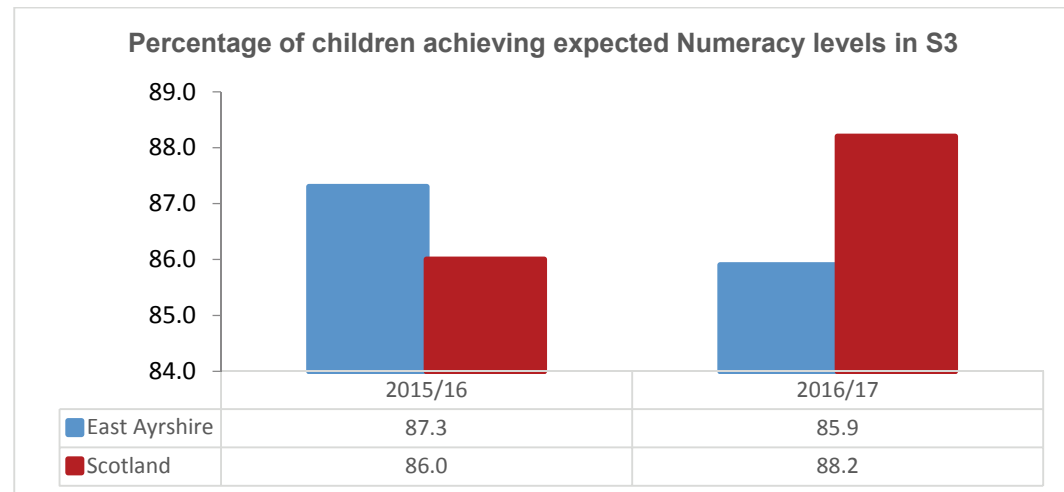
National data for 2015/16 is not available.

The percentage of children achieving expected levels of numeracy within S3 stands at 85.9% for 2016/17 and is broadly in line with national figures.

Educational attainment is a priority for the Council and Community Planning Partners in East Ayrshire, and work is ongoing to support our children and young people to reach the highest standards of literacy and numeracy.



Source: Teacher Judgement Survey, National Improvement Framework, 2017



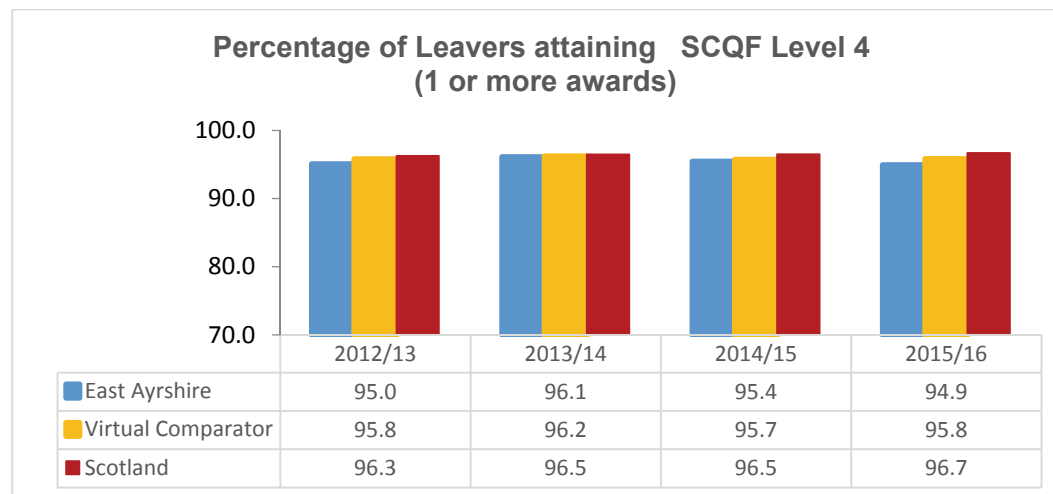
Source: Teacher Judgement Survey, National Improvement Framework, 2017

## Educational Attainment

The percentage of school leavers in East Ayrshire attaining 1 or more awards at SCQF Level 4 has been broadly similar to the virtual comparator and slightly lower than the Scottish average across the period 2012/13 to 2015/16.

Educational attainment is a priority for the Council and Community Planning Partners in East Ayrshire, and work is ongoing to support our children and young people to maximise their potential.

Note: A virtual comparator comprises pupils from schools in other local authorities who have similar characteristics to the pupils in East Ayrshire schools, such as stage, gender, ASN/Looked After and deprivation. It allows us to compare our performance with similar groups of pupils across Scotland.



Source: Insight, Scottish Government

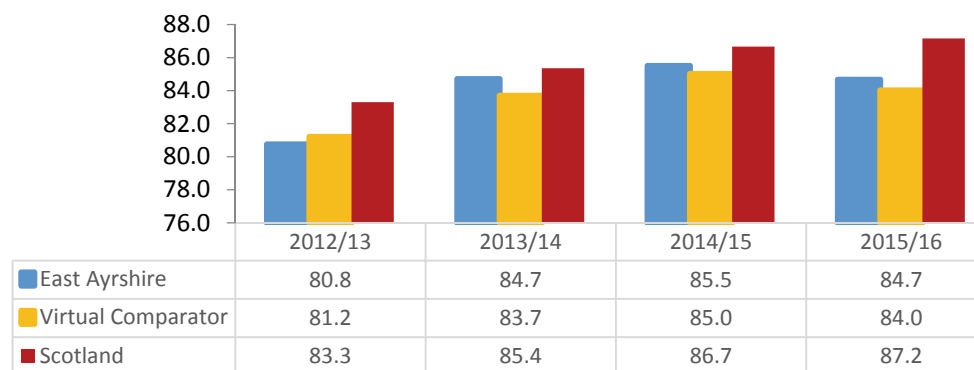
## Educational Attainment

School leavers in East Ayrshire attaining 1 more awards at SCQF Level 5 increased steadily from 80.8% in 2012/13 to 84.7% in 2015/16 and are higher than the virtual comparator; although lower than the Scottish average.

Leavers attaining 1 more awards at SCQF Level 6 stands at over 60.5% in 2015/16, increasing from 55.9% in 2012/13. East Ayrshire's performance has consistently been higher than the virtual comparator, although lower than the Scottish average.

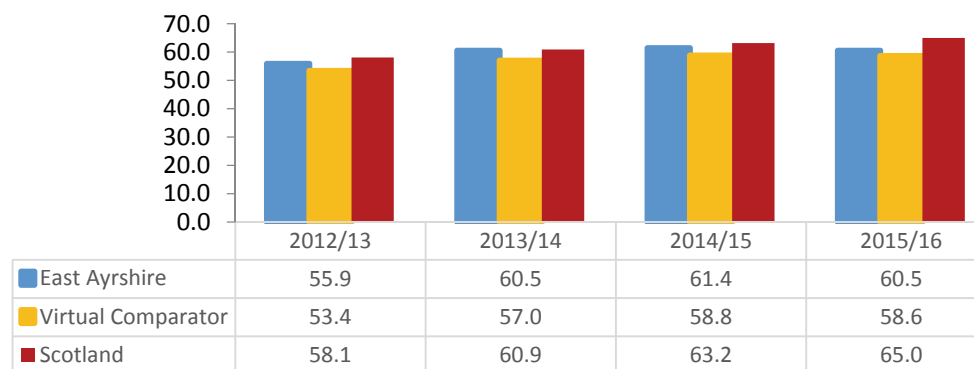
Educational attainment is a priority for the Council and Community Planning Partners in East Ayrshire, and work is ongoing to support our children and young people to maximise their potential.

**Percentage of Leavers attaining SCQF Level 5  
(1 or more awards)**



Source: Insight, Scottish Government

**Percentage of Leavers attaining SCQF Level 6  
(1 or more awards)**



Source: Insight, Scottish Government

## Educational Attainment - Tariff Points

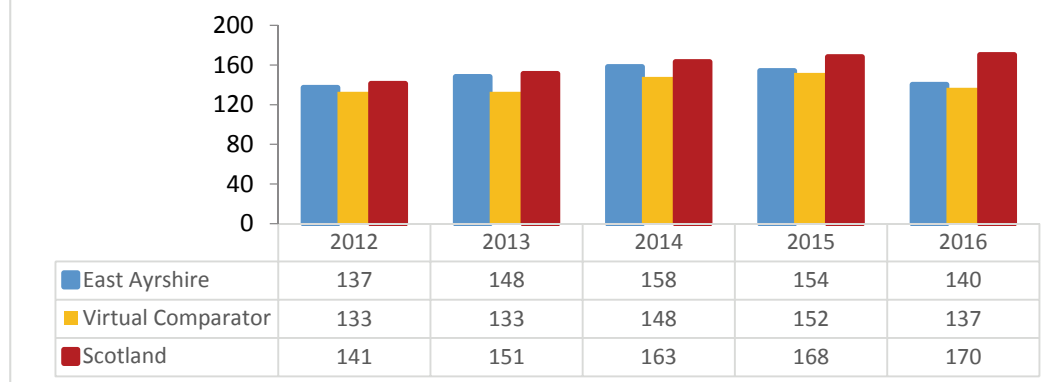
Tariff points relating to the lowest attaining 20% of school leavers have been above the virtual comparator over the last five years; although lower than the average for Scotland.

Tariff points relating to the middle attaining 60% of East Ayrshire school leavers have been above the virtual comparator over the last five years; although lower than the average for Scotland.

Educational attainment is a key priority for the Council and Community Planning Partners in East Ayrshire, and a range of activity is being taken forward in our educational establishments to support improvement.

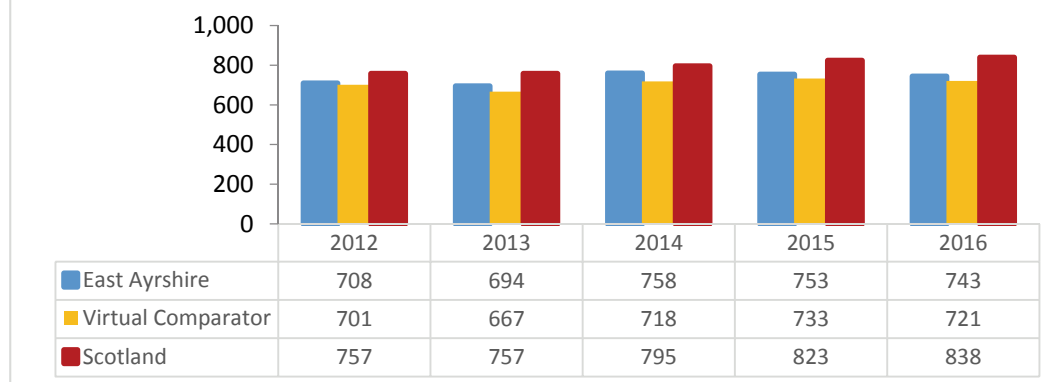
Note: A virtual comparator comprises pupils from schools in other local authorities who have similar characteristics to the pupils in East Ayrshire schools, such as stage, gender, ASN/Looked After and deprivation. It allows us to compare our performance with similar groups of pupils across Scotland.

**Lowest attaining 20% average total tariff points  
(all leavers)**



Source: Insight, Scottish Government

**Middle attaining 60% average total tariff points  
(all leavers)**



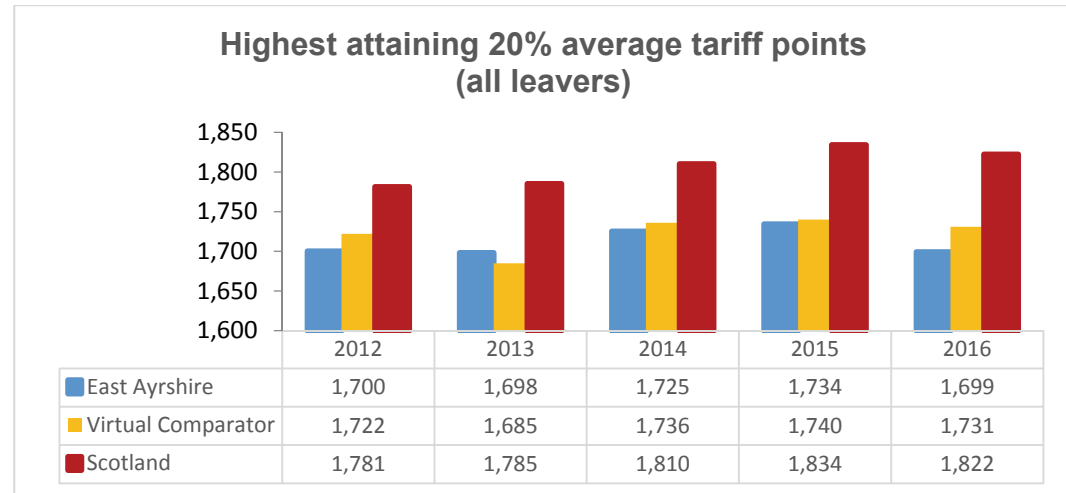
Source: Insight, Scottish Government

## Educational Attainment - Tariff Points

Tariff points relating to the highest attaining 20% of school leavers within East Ayrshire have been marginally below the virtual comparator in four of the last five years and below national performance in the last five years.

Educational attainment is a key priority for the Council and Community Planning Partners in East Ayrshire, and a range of activity is being taken forward in our educational establishments to support improvement.

Note: A virtual comparator comprises pupils from schools in other local authorities who have similar characteristics to the pupils in East Ayrshire schools, such as stage, gender, ASN/Looked After and deprivation. It allows us to compare our performance with similar groups of pupils across Scotland.



Source: Insight, Scottish Government

## Educational Attainment Looked after Children

In East Ayrshire, attainment for care experienced school leavers at SCQF Level 4 literacy and numeracy has more than doubled between 2012 and 2015, followed by a decline in 2016.

Over the last 3 years, there has been a year on year increase in the percentage of looked after school leavers who have attained literacy and numeracy at SCQF Level 5 and, over the last two years, East Ayrshire's performance has been above national performance.

Figures vary considerably from year to year due to the small cohort on which the data are based.

Educational attainment of children and young people, in particular our more vulnerable groups, is a key priority for Community Planning Partners in East Ayrshire.

### Senior Phase Attainment – All Looked After Children

	Year	% Level 4 Literacy and Numeracy	% Level 5 Literacy and Numeracy	% Level 6 Literacy and Numeracy	Number in Cohort
East Ayrshire	2012	20	0	0	20
Virtual Comparator	2012	37	13	6	200
National	2012	26.38	5.63	1.1	906
East Ayrshire	2013	25.58	9.3	2.33	43
Virtual Comparator	2013	36.74	11.86	5.12	430
National	2013	25.5	6.67	1.59	1,004
East Ayrshire	2014	21.62	5.41	2.7	37
Virtual Comparator	2014	41.35	13.24	4.86	370
National	2014	36.16	11.45	3.5	943
East Ayrshire	2015	46.15	19.23	3.85	26
Virtual Comparator	2015	53.85	16.92	5	260
National	2015	45.19	12.25	3.17	914
East Ayrshire	2016	35.29	20.59	2.94	34
Virtual Comparator	2016	58.24	22.94	5	340
National	2016	51.5	17.78	2.13	1,035

Source: Insight, Scottish Government



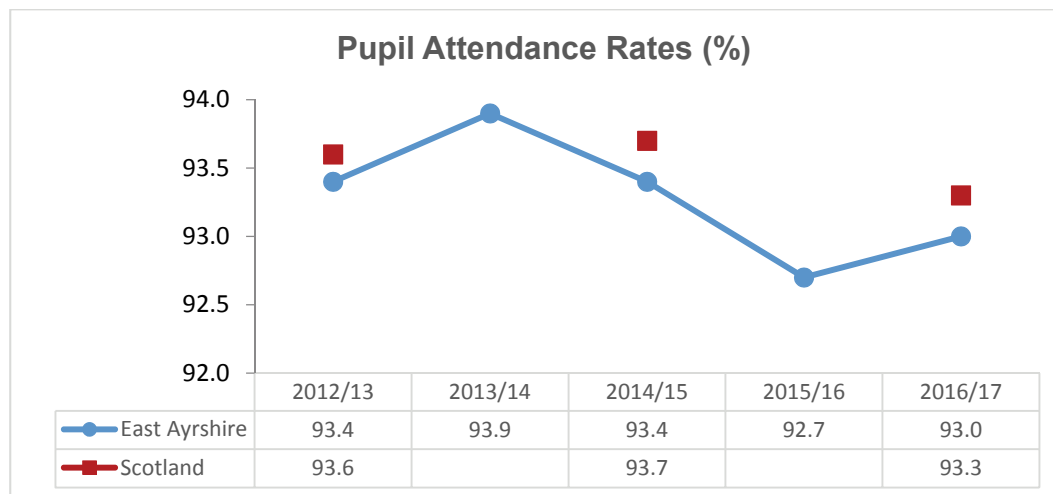
## Attendance and Exclusions

Attendance rates within East Ayrshire have remained broadly similar across the past five years. Figures range from 92.7% in 2015/16 to 93.9% in 2013/14.

East Ayrshire figures are broadly similar to the average for Scotland for years in which Scottish data is published (every two years).

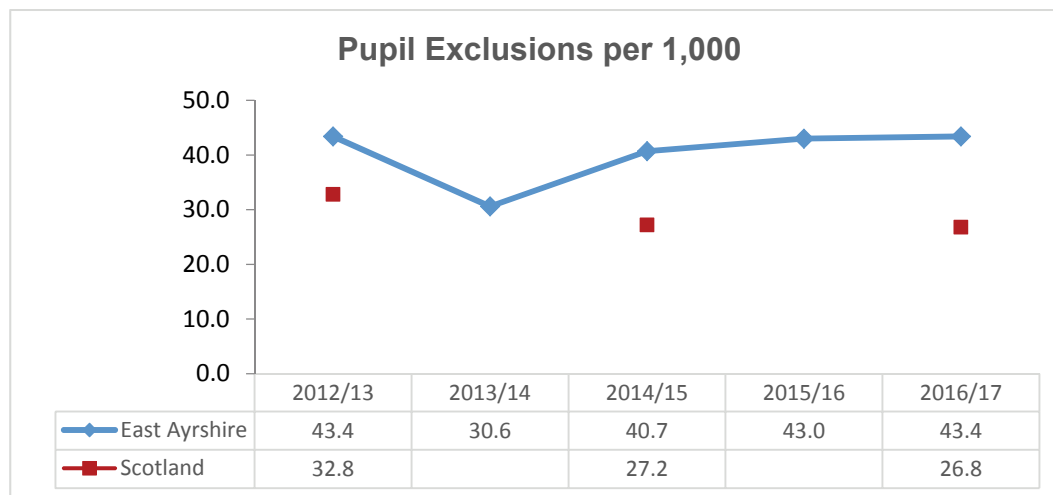
Exclusions per 1,000 within East Ayrshire have consistently been higher than the Scottish average for the years in which Scottish data is published (every two years).

Work continues to be progressed in our schools to support improvements, particularly in relation to pupil exclusions.



Source: Seemis and Scottish Government

Note: Figures for Scotland are published every two years.



Source: Seemis and Scottish Government, 2017

Note: Figures for Scotland are published every two years.

## School Leaver Destinations

In East Ayrshire, over 90% of school leavers attained an initial positive destination over the last five years.

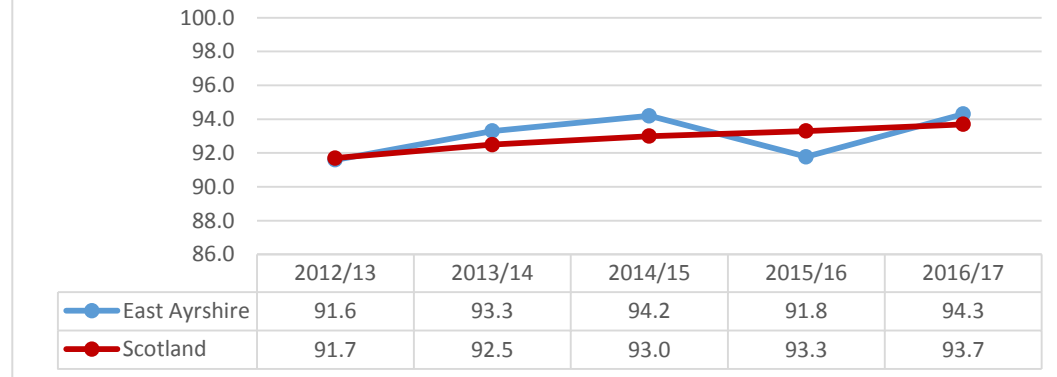
Latest results show East Ayrshire's highest performance (94.3%) in the last five years, which has exceeded the Scotland average (93.7%).

Local and national performance shows an improving trend over this timescale.

Participation in Education, Training or Employment by 16-19 year old leavers is 88.1% in 2017, which is lower than the results for the previous year (89.3%) and lower than the Scotland average (91.1%).

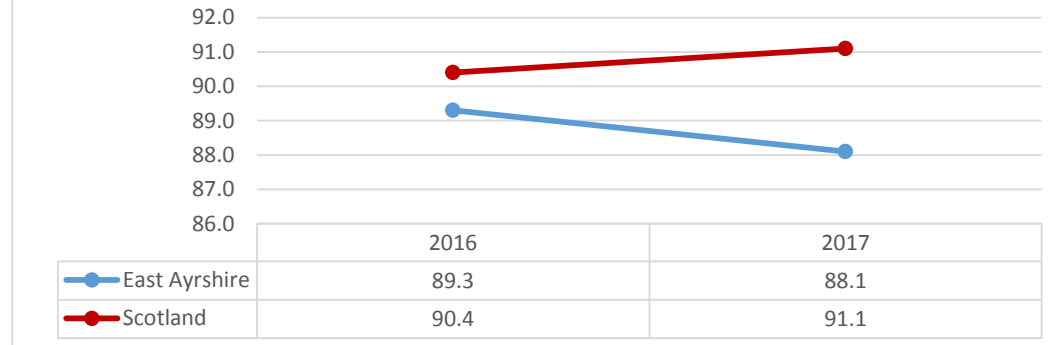
Community Planning Partners are committed to ensuring that all school leavers have opportunities to access a positive destination when leaving school.

**Senior Phase (S4-S6) School Leavers - Percentage in Positive Destinations**



Source: Insight, Scottish Government

**Percentage of 16-19 year olds Participating in Education, Training or Employment**



Source: Skills Development Scotland

## School Leaver Destinations 2016/17

School leaver destinations in 2016/17 show that most pupils entering a positive destination in East Ayrshire progress to Further Education (39.2%), followed by Higher Education (37.1%).

In East Ayrshire, 15.7% of school leavers went into employment in 2016/17, compared to 22.0% in Scotland.

### Senior Phase School Leaver Destinations (Initial Destinations) 2016/17

	<b>East Ayrshire</b>		<b>Scotland</b>
<b>% Further Education</b>	<b>39.2%</b>		<b>26.8%</b>
<b>% Higher Education</b>	<b>37.1%</b>		<b>40.7%</b>
<b>% Employed</b>	<b>15.7%</b>		<b>22.0%</b>
<b>% Unemployed Seeking</b>	<b>5.1%</b>		<b>4.5%</b>
<b>% Training</b>	<b>1.7%</b>		<b>2.4%</b>
<b>% Activity Agreement</b>	<b>0.3%</b>		<b>1.2%</b>
<b>% Unemployed Not Seeking</b>	<b>0.6%</b>		<b>1.5%</b>
<b>% Voluntary Work</b>	<b>0.2%</b>		<b>0.6%</b>

Source: INSIGHT National Benchmarking Measure: Leaver Initial Destinations, 2018

Note 1: Values are rounded and therefore may not sum to 100%.

Note 2: \* Value could provide information on a cohort of less than five; therefore has not been identified.



# SECTION 3 - SAFER COMMUNITIES

## Overall Recorded Crime and Detection Rates

East Ayrshire overall recorded crime (Groups 1-5) is generally declining and broadly in line with the Scottish average.

Tackling crime and community safety are key priorities for Community Planning Partners in East Ayrshire.

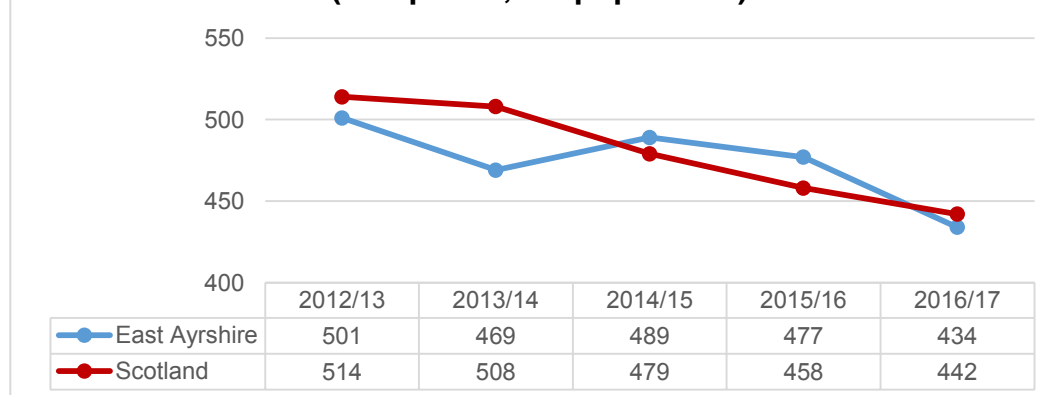
Detection rates in East Ayrshire increased in the four years up to 2015/16, although there has been a decline in 2016/17, in line with the average for Scotland.

Detection rates in East Ayrshire exceed national figures for the fourth consecutive year.

Note: Crimes in groups 1-5 include:

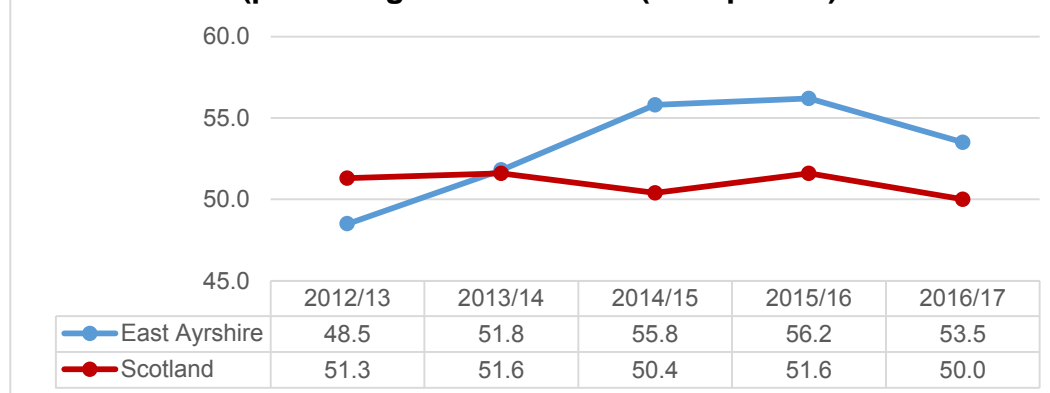
- Non sexual crimes of violence
- Sexual crimes
- Crimes of dishonesty
- Fire-raising, vandalism, etc.
- 'Other' crimes.

**Overall Recorded Crime (Groups 1-5)  
(rate per 10,000 population)**



Source: Recorded Crimes in Scotland Series (Scottish Government)

**Detection Rate  
(percentage of detections (Groups 1- 5))**



Source: Recorded Crimes in Scotland Series (Scottish Government)

## Crime and Community Safety

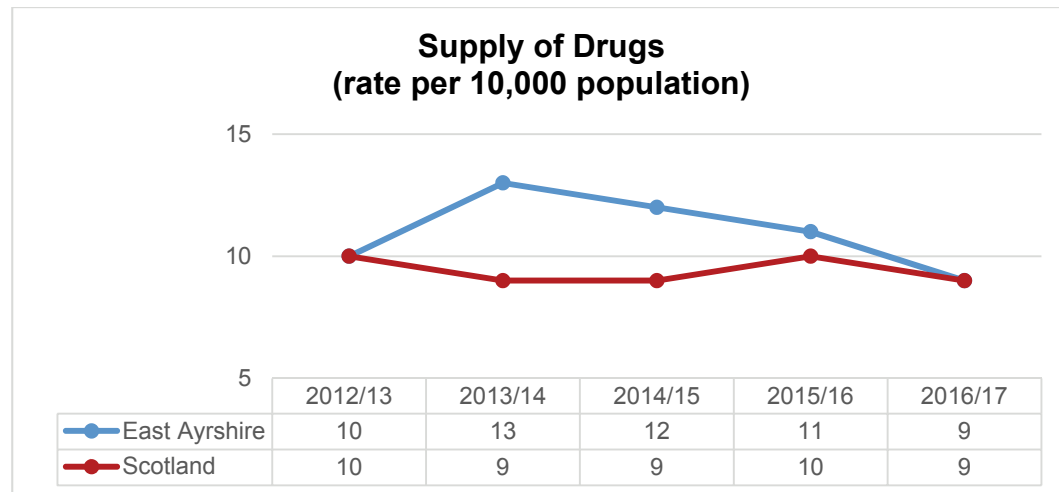
There has been a declining trend in the rate for supply of drugs in East Ayrshire between 2013/14 and 2016/17, and the rate for East Ayrshire has been broadly in line with the Scottish average over three of the last five years.

Disrupting and detecting the supply of controlled drugs within our communities is a priority in East Ayrshire. Police Scotland has been working collaboratively with other police forces across the UK to stem the flow of drugs coming into Scotland from south of the border.

There is an upward trend in the reconviction of offenders in Ayrshire over the last three years recorded, while the Scottish average reflects a year on year decline.

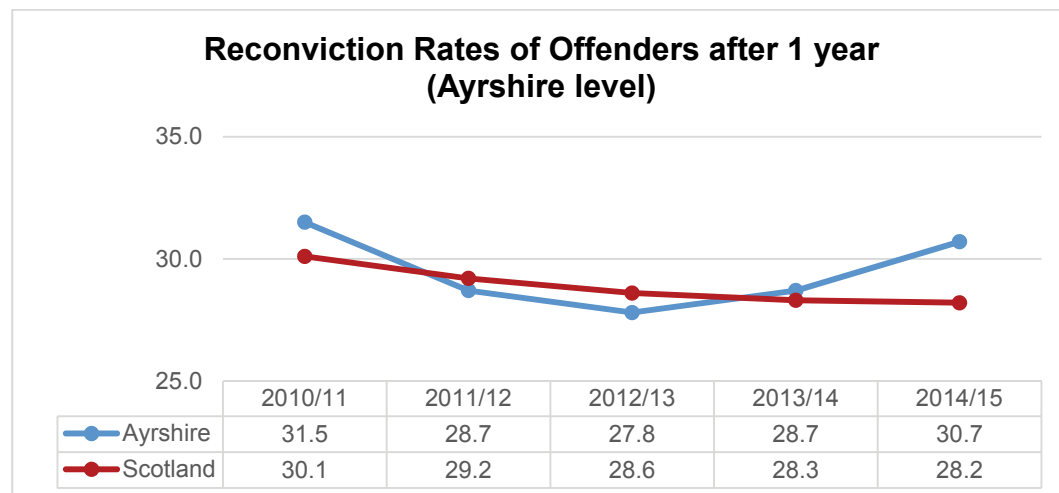
We aim to reverse this trend through the new Community Justice arrangements, which are being implemented across Ayrshire.

**Supply of Drugs  
(rate per 10,000 population)**



Source: Police Scotland

**Reconviction Rates of Offenders after 1 year  
(Ayrshire level)**



Source: Reconviction of Offenders (Scottish Government)

## Community Safety

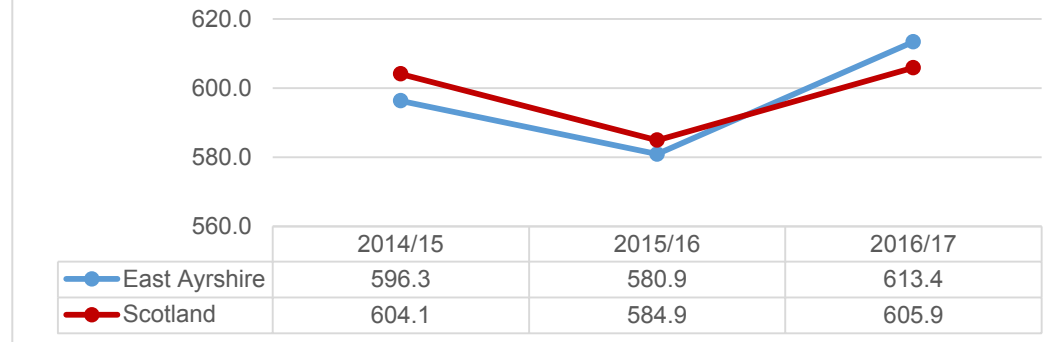
The rate for anti-social behaviour reported to the police has increased to its highest level in the past 3 years and now exceeds national rates.

Community planning partners in East Ayrshire continue to address anti-social behaviour, including through high visibility police patrols, dedicated Youth Action Teams deployed in targeted areas, and a range of diversionary activities/programmes implemented across local communities.

East Ayrshire rates of recorded domestic abuse incidents have generally increased between 2012/13 and 2015/16, which can be partly attributed to a local focus on raising awareness, and we are addressing this issue. East Ayrshire rates are generally above the Scottish average.

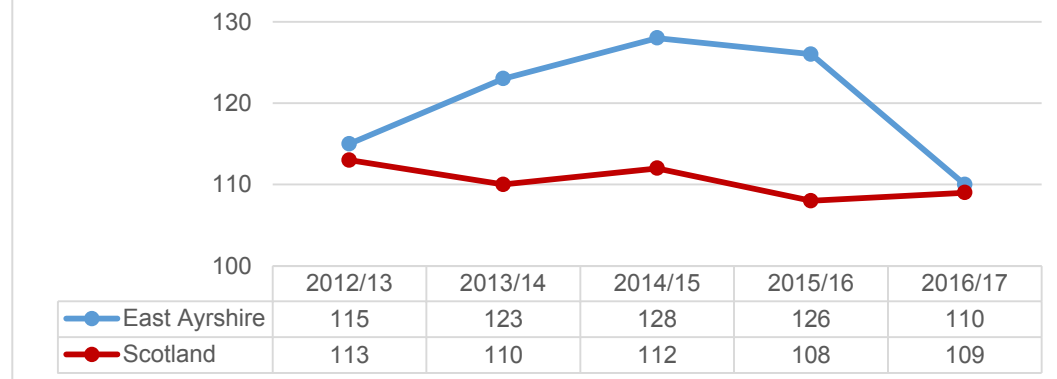
A decline in recorded domestic abuse incidents was reported in East Ayrshire in 2016/17, to a similar level with the Scottish average.

**Incidents of Anti-social Behaviour reported to the Police (rate per 10,000 population)**



Source: Police Scotland

**Recorded Domestic Abuse Incidents (rate per 10,000 population)**



Source: Domestic Abuse Data (Scottish Government)

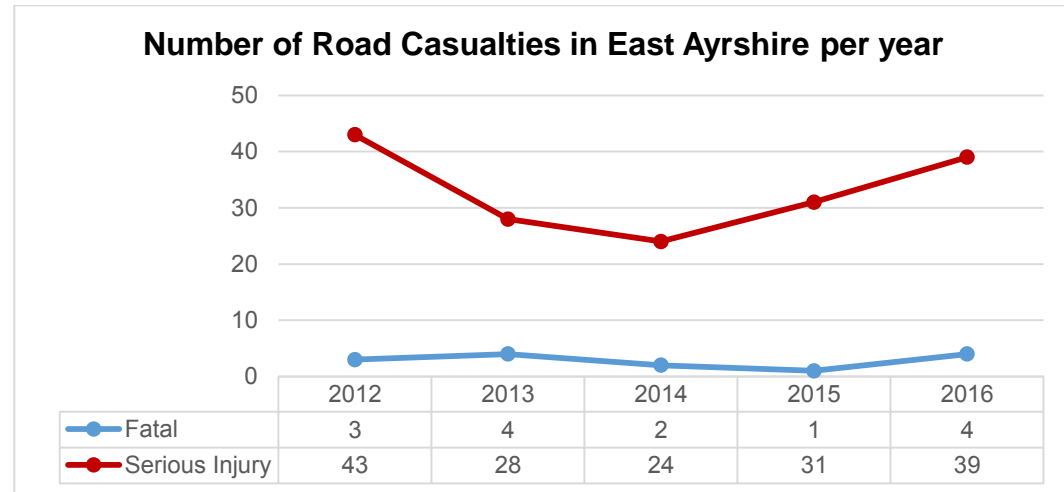
## Road Safety

Despite the increase in road casualties (fatalities/serious injuries) in East Ayrshire over the last two years, the longer term trend has been downward and numbers are in line with national casualty reduction targets.

The increase in road casualties in 2016 can be attributed to one major incident in East Ayrshire.

The road safety programme continues to be targeted at locations where there has been a history of road accidents.

There have been no child fatalities on East Ayrshire's roads since 1996.



Source: Reported Road Casualties Scotland (Transport Scotland)

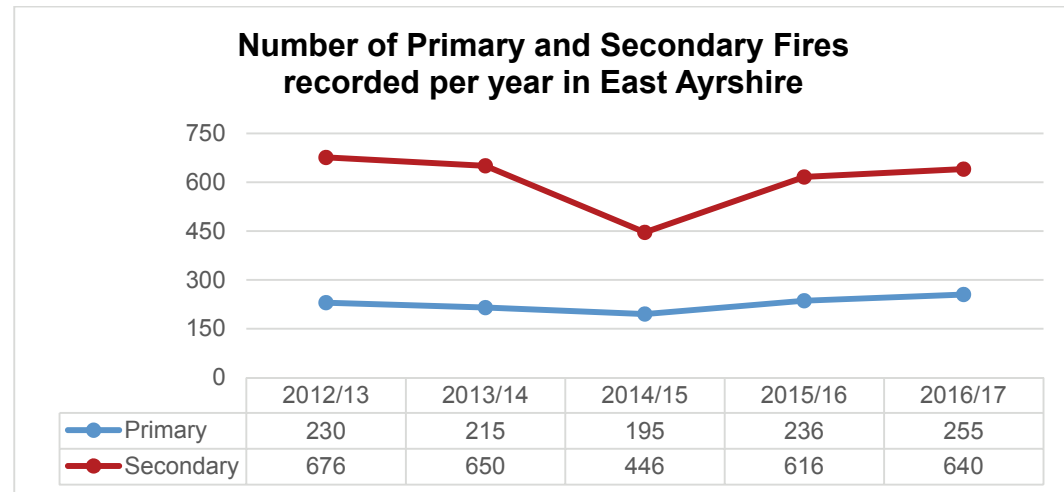


## Primary and Secondary Fires

The numbers of primary and secondary fires in East Ayrshire decreased between 2012/13 and 2014/15; although have risen in 2015/16 and 2016/17.

Community planning partners are taking a multi-agency approach in respect of enforcement and education, in particular to identify and target 'hotspot' areas related to deliberate primary and secondary fires.

A range of educational programmes continues to be delivered in schools, which includes highlighting the consequences of fire raising.



Source: Scottish Fire and Rescue Service (East Ayrshire Performance Management Report)

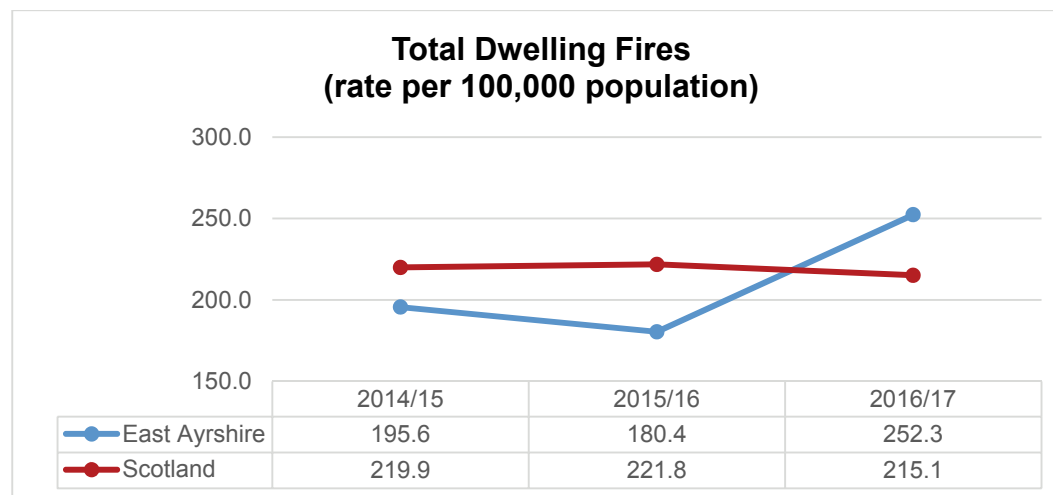
## Dwelling Fires

The rate of dwelling fires in East Ayrshire has been lower than the Scotland average for two of the last three years but has increased in 2016/17.

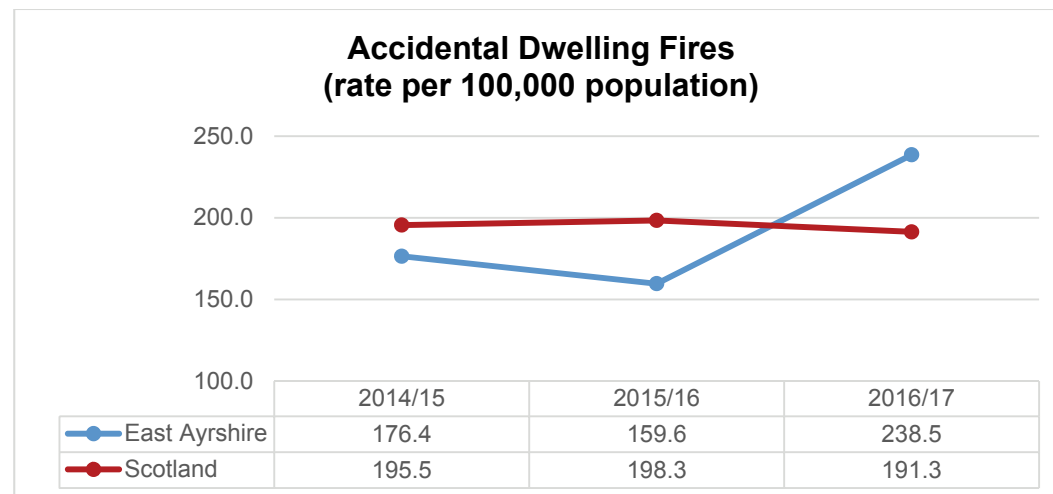
The Scottish Fire and Rescue Service continues to focus on domestic fire safety, and to identify and promote fire safety programmes with a range of partners.

In East Ayrshire, the rate of accidental dwelling fires has been lower than the average for Scotland in two of the last three years. There was an increase in the rate of accidental dwelling fires in East Ayrshire in 2016/17, which is higher than the national average.

The Scottish Fire and Rescue Service has identified accidental dwelling fires as an area for specific attention and targeted engagement is being developed to assist areas and households most at risk.



Source: Scottish Fire and Rescue Service - Fire and Rescue Incident Statistics (Scotland)



Source: Scottish Fire and Rescue Service Fire and Rescue Incident Statistics (Scotland)

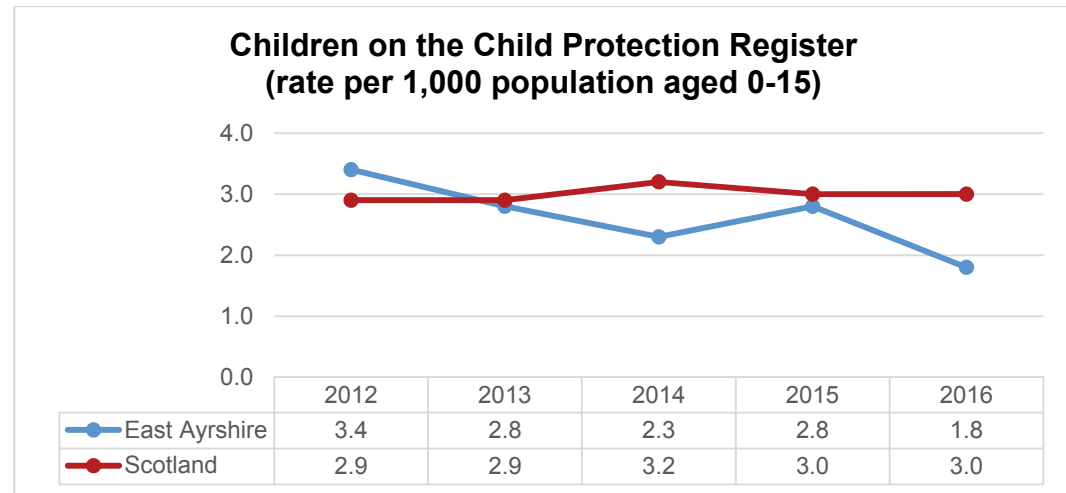
## Child Protection and Children's Reporter

The rate of children on the Child Protection Register in East Ayrshire decreased between 2011 and 2016 and has been lower than the Scottish average for four of the last five years.

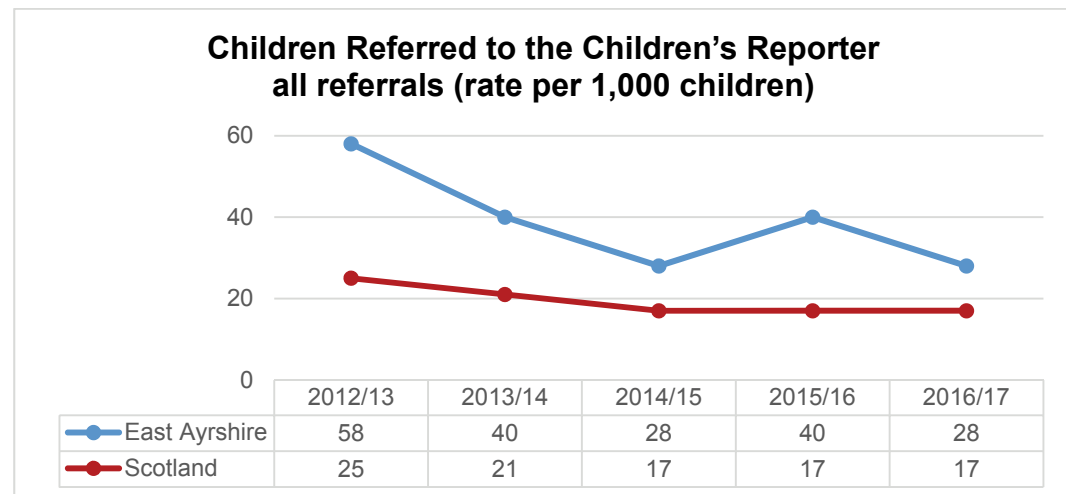
The safety and protection of all our children and young people continues to be a priority in East Ayrshire.

The rate of children referred to the Children's Reporter (SCRA) in East Ayrshire has fluctuated but is showing a declining trend in the last five years.

SCRA Referrals in East Ayrshire are consistently above the Scottish average in the last five years.



Source: Scottish Government (Children's Social Work Statistics)



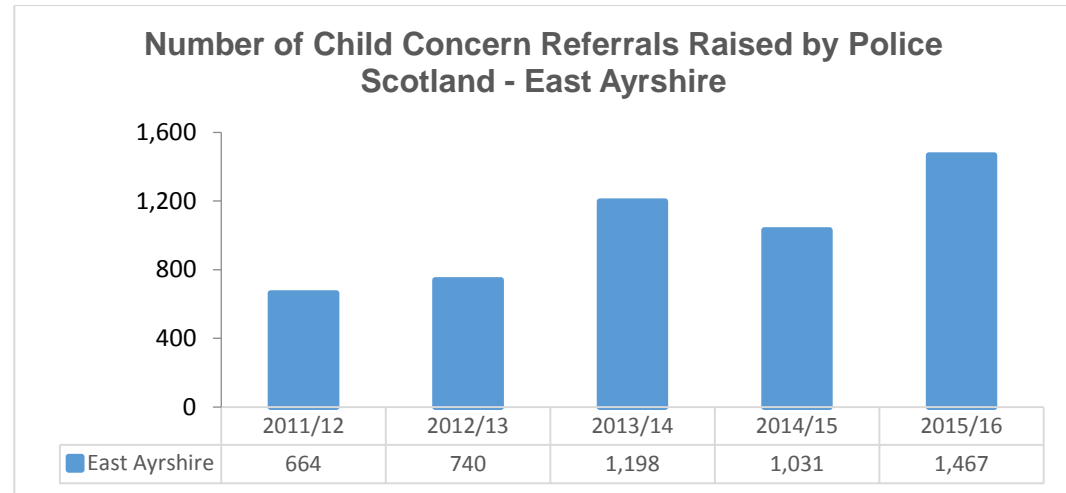
Source: Scottish Children's Reporter Administration (SCRA)

## Child Wellbeing Concerns

There is an upward trend in Police Scotland child concern referrals to Social Work services, rising from 664 in 2011/12 to 1,198 in 2013/14 to 1,467 in 2015/16.

The process for notifications of concerns between Police Scotland and Social Work services changed during the period, nevertheless, this would seem to show an increasing trend in the identification of concern in the community.

The increase in child concern referrals from Police Scotland can be attributed to more focus being placed on broader wellbeing concerns rather than specifically child protection concerns. In addition, in the years 2015/16, all young people who were reported missing were subject to a police concern being raised and shared with the local authority. Police Scotland has introduced a system for triaging and scrutinising concerns which should result in a reduction in future referrals to the local authority.



Source: Police Scotland



# SECTION 4 – WELLBEING

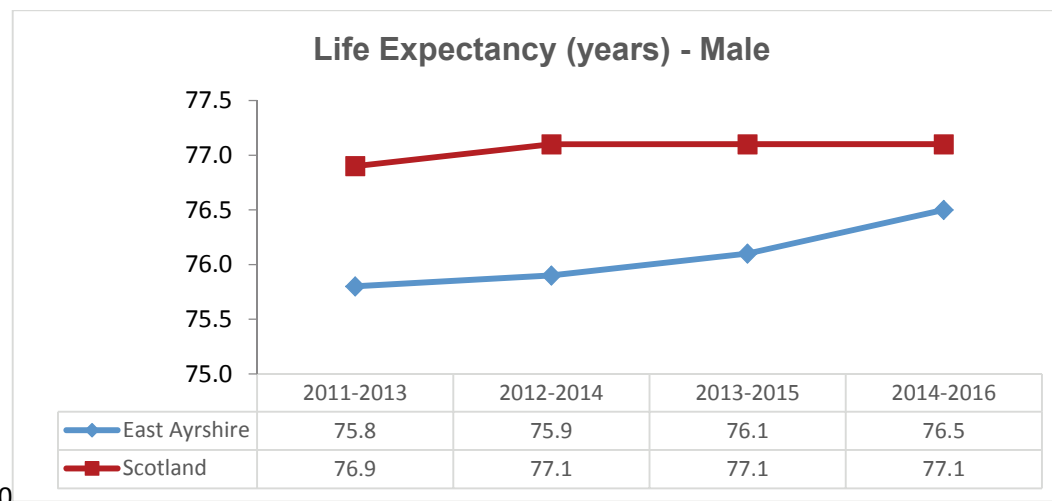
## Life Expectancy

Life expectancy among males in East Ayrshire has been increasing steadily and now stands at 76.5 years, marginally lower than the national figure of 77.1 years.

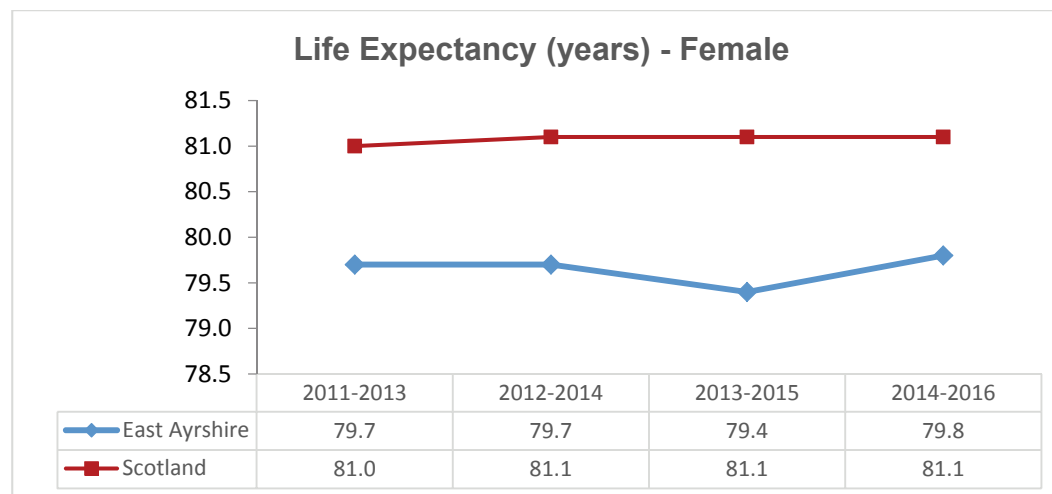
For the most deprived 15% of communities, according to the Scottish Index of Multiple Deprivation (SIMD), the life expectancy of a male is 71.9 years. In the remaining 85% of communities, life expectancy for a male is 76.7 years.

Life expectancy among females in East Ayrshire has been relatively static and now stands at 79.8 years, marginally lower than the national figure of 81.1 years.

For the most deprived 15% of communities, according to the SIMD, the life expectancy of a female is 76.1 years. In the remaining 85% of communities, life expectancy for a female is 80.3 years.



Source: National Records of Scotland (Life Expectancy for Administrative Areas), 2017

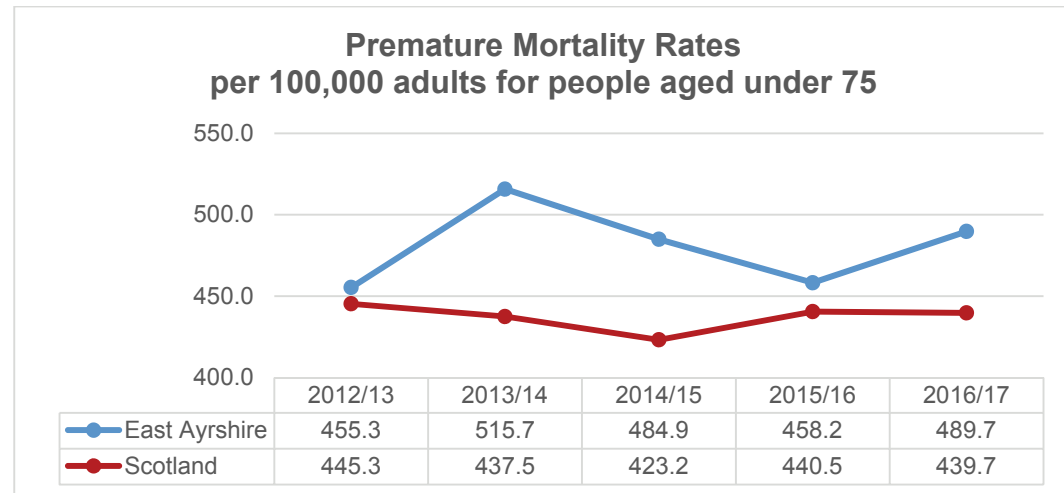


Source: National Records of Scotland (Life Expectancy for Administrative Areas), 2017

## Premature Mortality

Rates of premature mortality among people aged under 75 in East Ayrshire have shown a positive trend over the last five years.

Although higher than the Scotland average, the results for East Ayrshire are better than the expected peer group benchmark of 506 per 100,000.

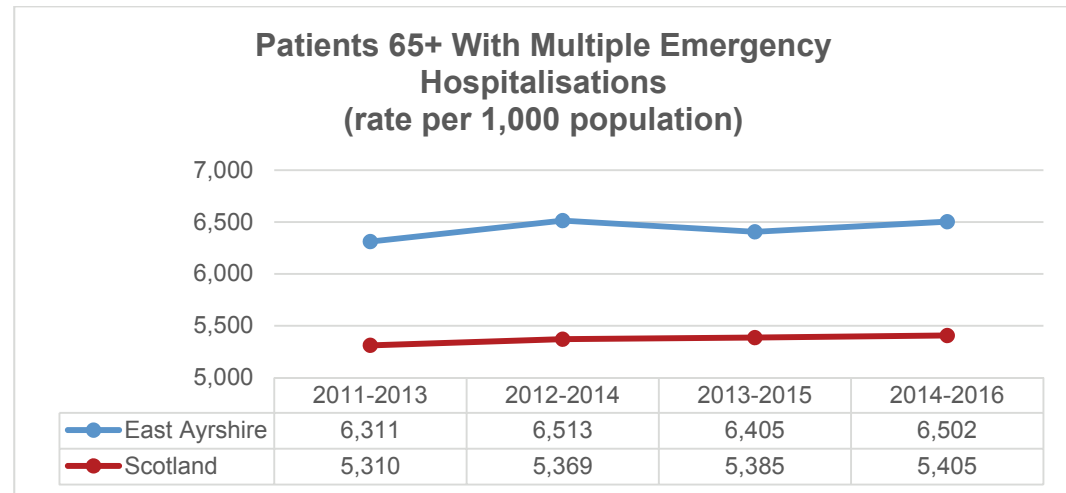


Source: National Records of Scotland

## Multiple Emergency Hospitalisations

The number of multiple emergency hospitalisations in East Ayrshire has remained relatively static across recent years and remains higher than the Scottish average.

Emergency admissions are above where we would expect them to be and the Unscheduled Care Programme continues to drive the work across NHS Ayrshire and Arran to improve performance.



Source: Health and Wellbeing Profile, SCOTPHO

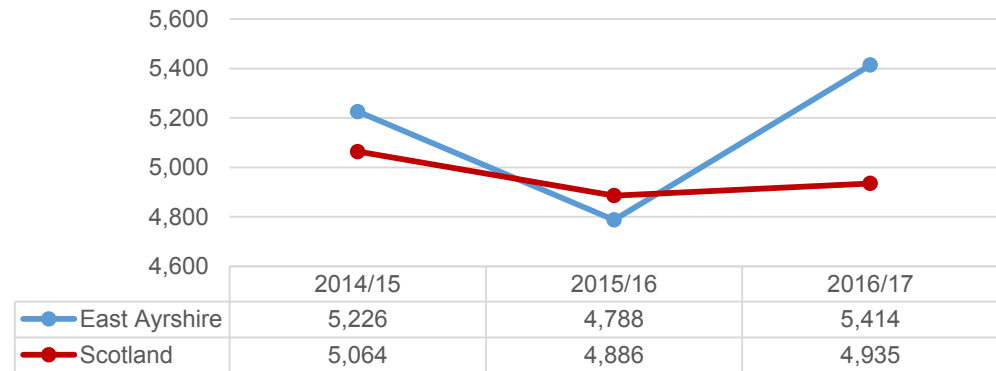


## Emergency Inpatient Bed Days

Emergency in-patient bed day rates for people aged 75+ per 1,000 population have increased over the past three years within East Ayrshire and are higher than national figures.

Bed day rates continue to be higher than where we would expect them to be and the Unscheduled Care Programme continues to drive the work across NHS Ayrshire and Arran to improve performance.

**Emergency Inpatient Bed Day Rates For People Aged 75+ per 1,000 population**



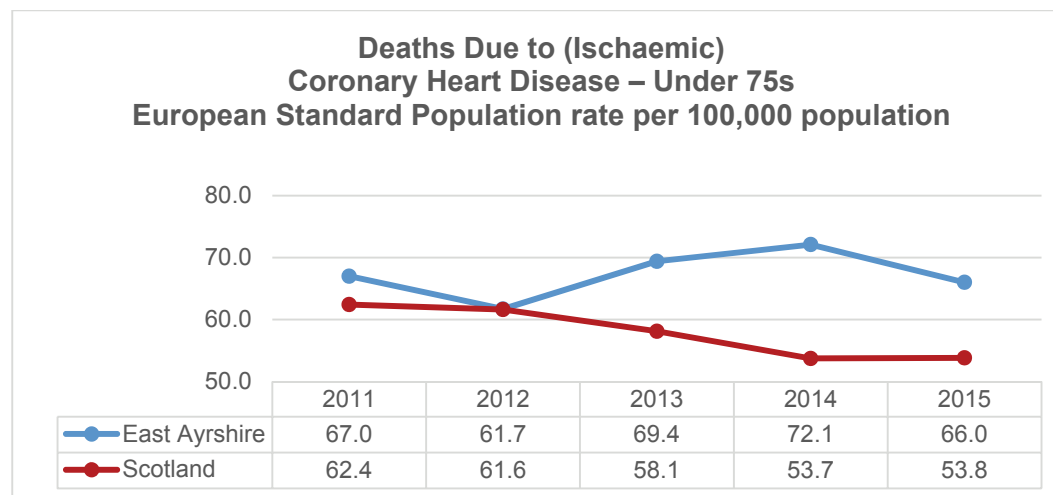
Source: NHS Ayrshire and Arran

## Deaths due to Coronary Heart Disease

Premature death arising from coronary heart disease in East Ayrshire has not improved to the extent expected.

Following an increasing trend over 2011 to 2014, performance in 2015 has shown a reduction in premature mortality to 66.0 per 100,000 population.

The dietetics and weight management programme, delivering Lifestyle Exercise and Nutrition (LEAN), Weigh to Go and the Weight Referral Pathway, is in place in East Ayrshire to support people to adopt healthier lifestyles.



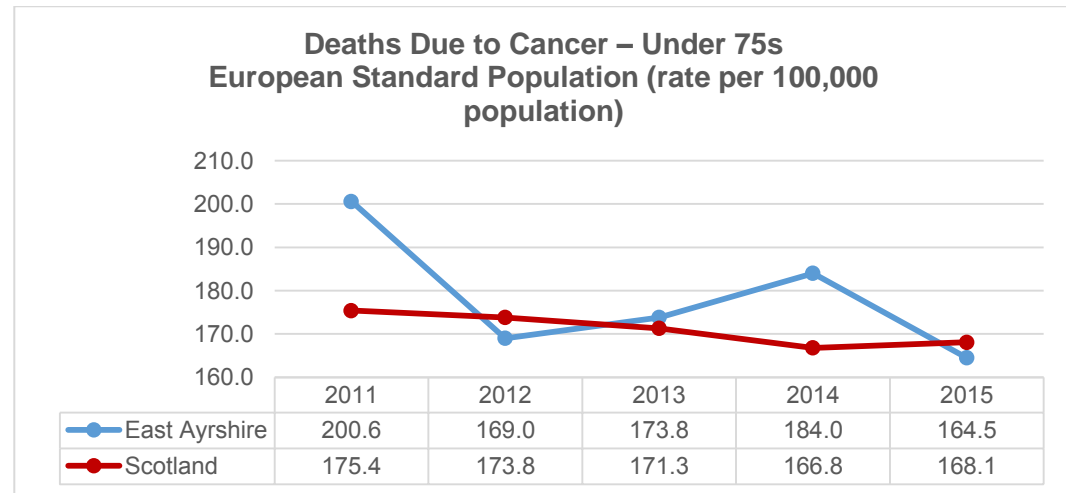
Source: Information Services Division (NHS Scotland)

## Deaths due to Cancer

Premature deaths from all cancers in East Ayrshire have declined between 2011 and 2015.

The most recent data reflects a lower rate of premature mortality due to all cancers in East Ayrshire, 164.5 per 100,000 population, compared with the Scotland average of 168.1 per 100,000.

A range of supports are in place across East Ayrshire for people with long term conditions.



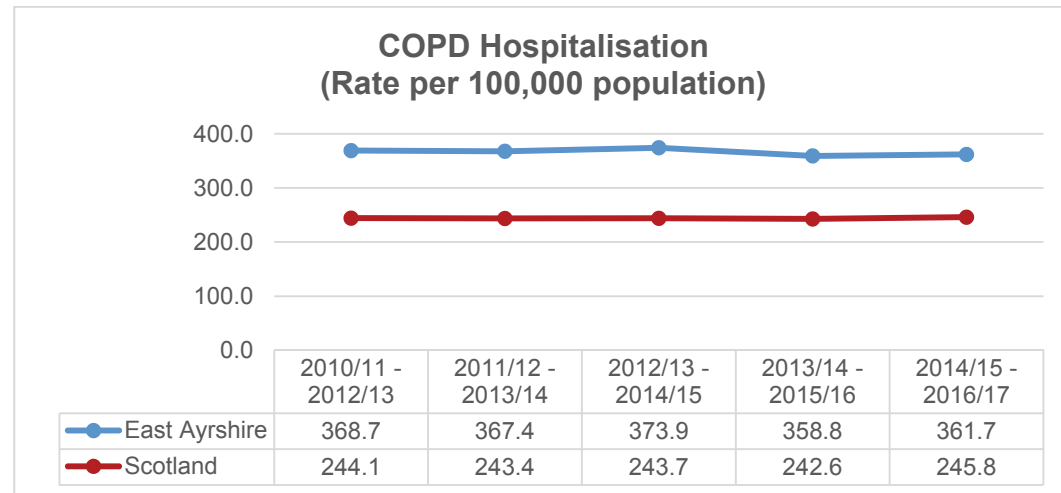
Source: Information Services Division (NHS Scotland)

## COPD Hospitalisation

Respiratory, Chronic Obstructive Pulmonary Disease (COPD) and Asthma are the main diagnostic groups related to unscheduled admission and taken together with Chest Pain and Gastric Conditions, account for 37% of all admissions and around 30% of bed days.

Hospitalisation rates due to COPD in East Ayrshire have remained relatively static over the last five years; however, these figures have been significantly higher than Scotland average rates over this period.

A series of workshops has brought partners together to explore opportunities for improvement in key hospital-based services for people with long term conditions. In addition, technology enabled care contributes directly to support self-management and monitoring of the main long term conditions.



Source: The Scottish Public Health Observatory (Health and Wellbeing Profiles)

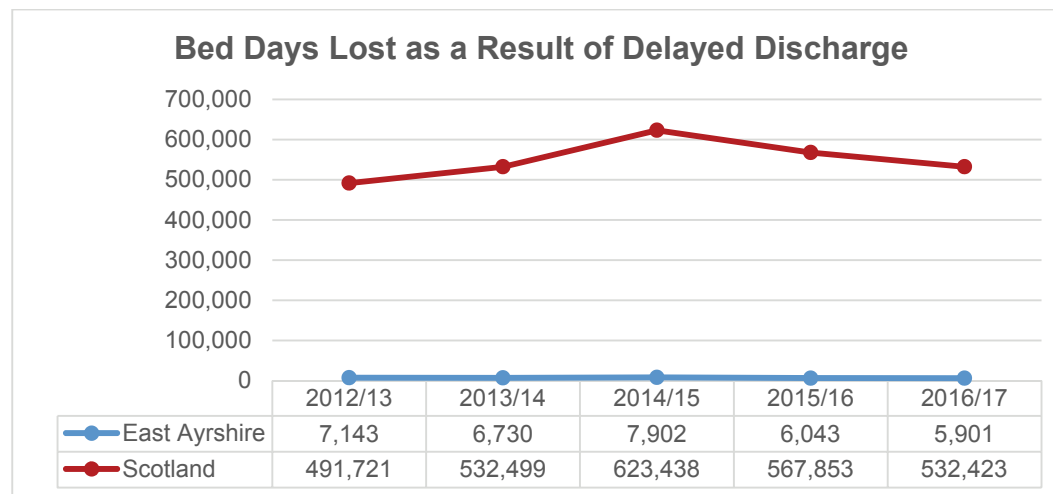
## Delayed Discharge - Bed Days Lost

In relation to discharging our residents to the right setting when they no longer require hospital based treatment, our performance is consistent and strong.

Performance on the measure of people waiting in hospital for over two weeks when they could be more appropriately supported in another setting remained zero throughout the year. We continue to focus on bed days lost as a result of delayed discharge, which have been decreasing in recent years within East Ayrshire and are at their lowest levels in the past 5 years.

Over the last two years reported, the total number of bed days lost in East Ayrshire reduced by a further 2%, from 6,043 to 5,901.

Our position across all partnerships in Scotland continues to improve.



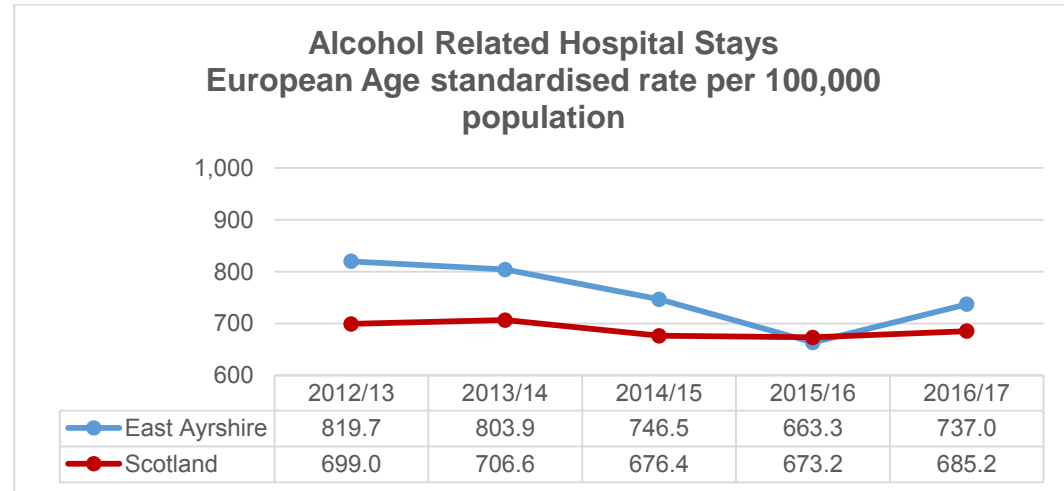
Source: Information Services Division (NHS Scotland)

## Alcohol Related Hospital Stays

In East Ayrshire, we are seeing good progress in relation to alcohol related hospital stays, which have fallen for four of the last five years, although there has been an increase in 2016/17.

While we are higher than the rates for Scotland, we are doing better than our expected performance levels (790 per 100,000 population).

Tackling alcohol misuse has been a strategic priority for the Community Planning Partnership Board over the last three years and will be embedded in our work as we go forward.



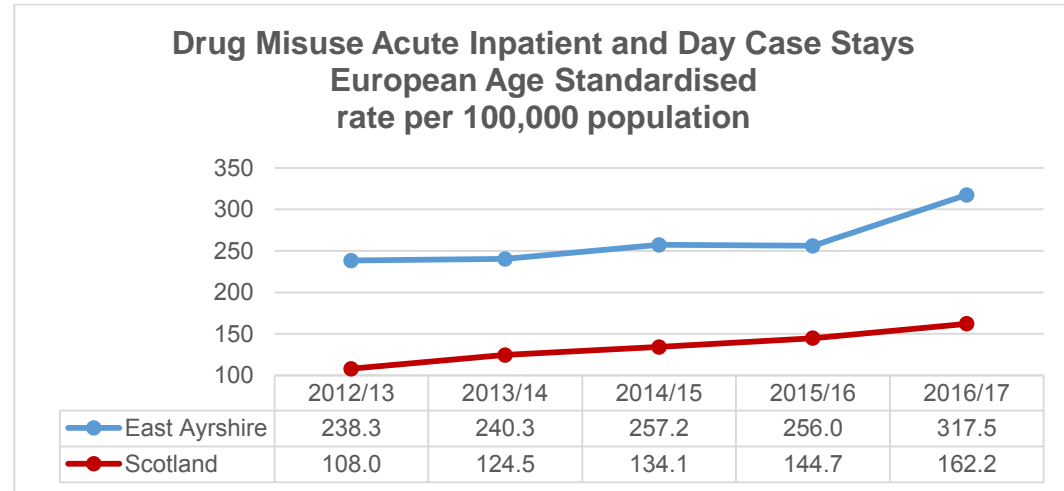
Source: [Statistics.gov.scot](http://statistics.gov.scot)

## Drug Misuse Acute Inpatient and Day Case Stays

An area where performance has been more challenging for us in East Ayrshire is rates for drug misuse acute inpatient day case stays.

The rate for this measure has continued to increase to 317.5 per 100,000 population and remains substantially higher than the rates for Scotland.

Tackling drugs misuse has been a strategic priority for the Community Planning Partnership Board over the last three years and will be embedded in our work as we go forward.



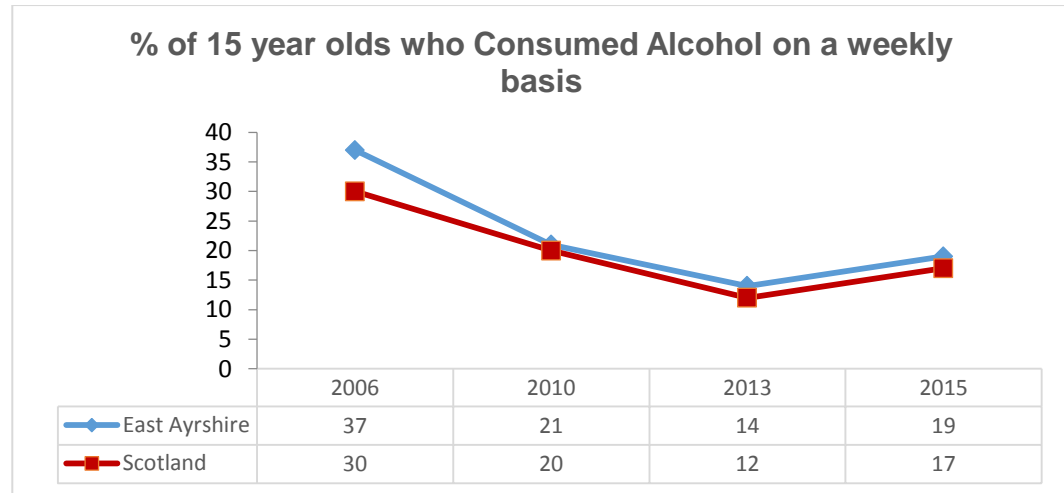
Source: Information Services Division (NHS Scotland)

## Adolescent Substance Use

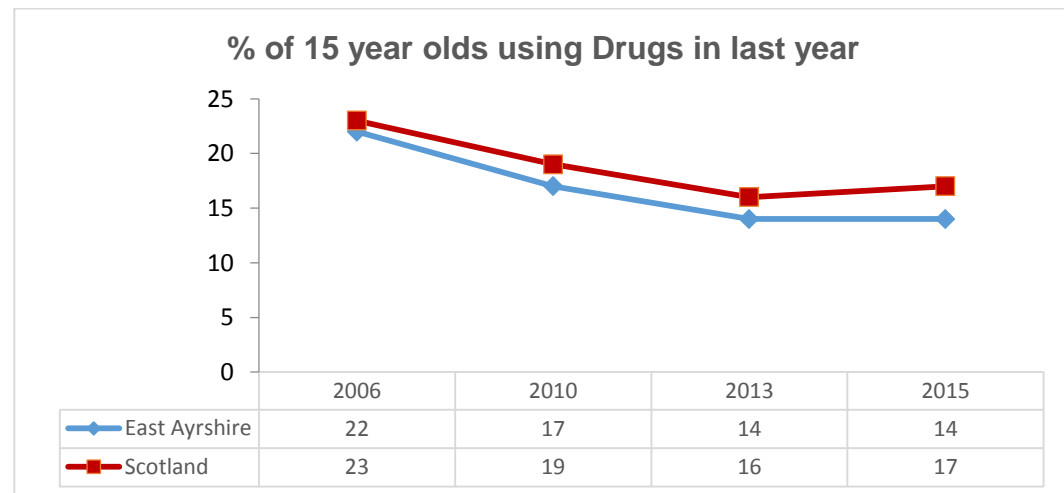
SALSUS measures show progress with the consumption of alcohol on a weekly basis among 15 year olds, reducing from 37% in 2006 to 19% in 2015. The trend is strongly downward over time, falling by 18 percentage points compared with an all Scotland fall of 13 percentage points. While there has been an upward movement in 2015, this is not statistically significant and mirrors the national position.

The prevalence of drug use among 15 year olds has reduced by 8 percentage points, from 22% in 2006 to 14% in 2015. This indicates a strong downward trend over time, which is greater than the national reduction of 6 percentage points. There is some indication of a levelling off in this reduction, which is also in evidence at national level.

A range of initiatives is in place in East Ayrshire to support children and young people affected by personal, adult or parental substance misuse.



Source: SALSUS



Source: SALSUS



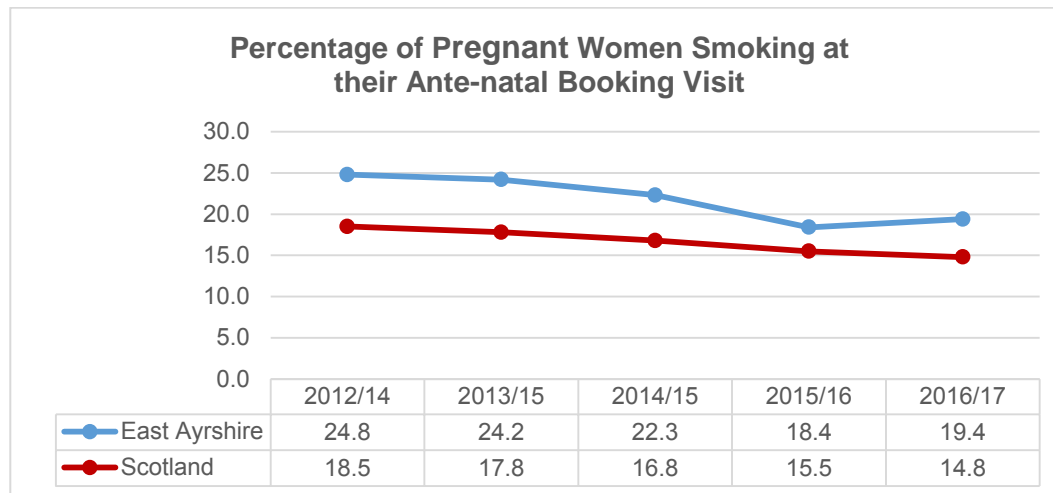
## Pregnancy

In East Ayrshire, **smoking during pregnancy** is declining in line with the national trend, although is higher than the Scottish average.

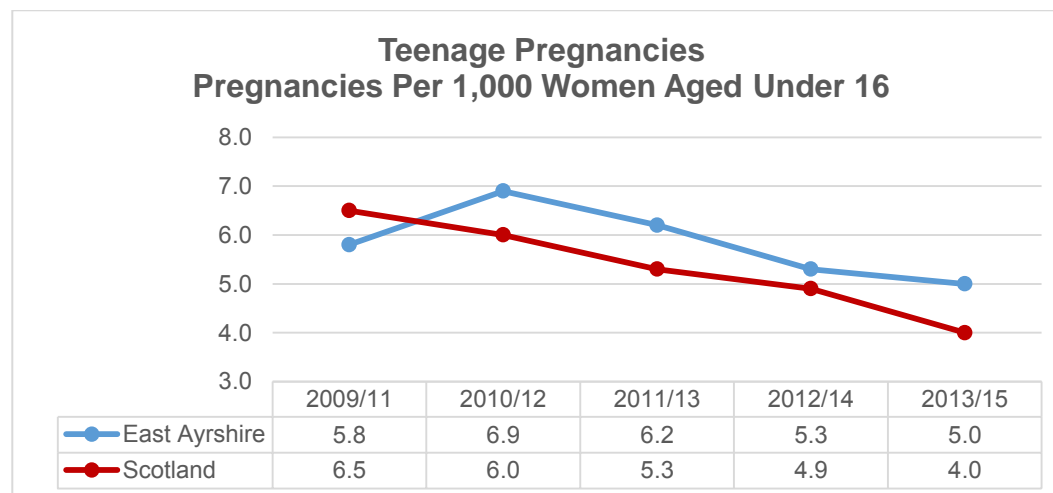
Fresh Air-shire is the Ayrshire-wide smoking cessation service and continues to provide services across a range of health, education, workplace and community settings to support individuals to stop smoking.

**Teenage pregnancy rates** in East Ayrshire, while falling in line with the national trend, are historically above the Scottish average.

Community planning partners are committed to working together to tackle issues around young people's sexual health and unplanned teenage pregnancy. Prevention is a key element of our approach.



Source: Information Services Division (NHS Scotland)



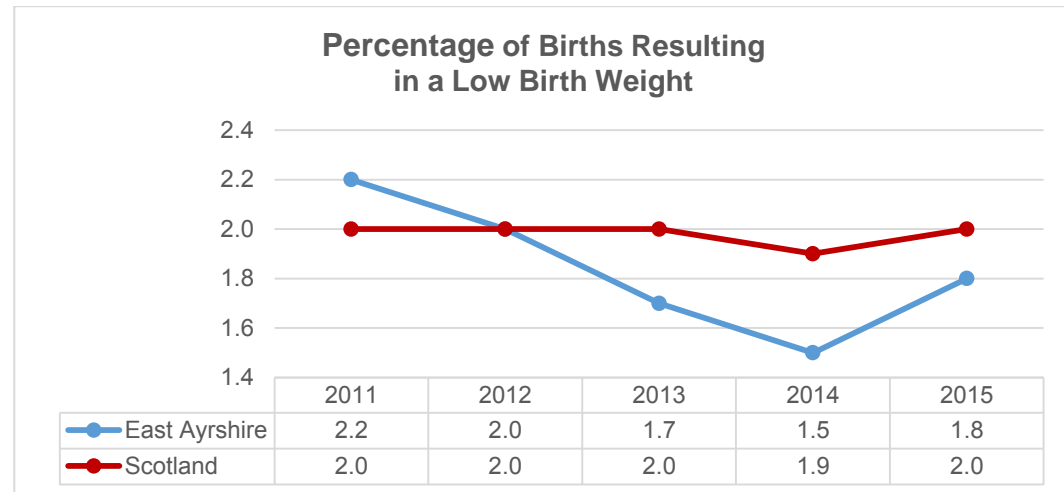
Source: Information Services Division (NHS Scotland)

## Low Birth Weight

Rates of low birth weight have been reducing in East Ayrshire over four of the past five years, falling from 2.2% in 2011 to 1.5% in 2014; and then rising to 1.8% in 2015.

East Ayrshire rates have been lower than the national rates over the last three years.

The national rate has remained relatively stable since 2011, while East Ayrshire has experienced a reducing trend in low birth weight babies within the same timescale.

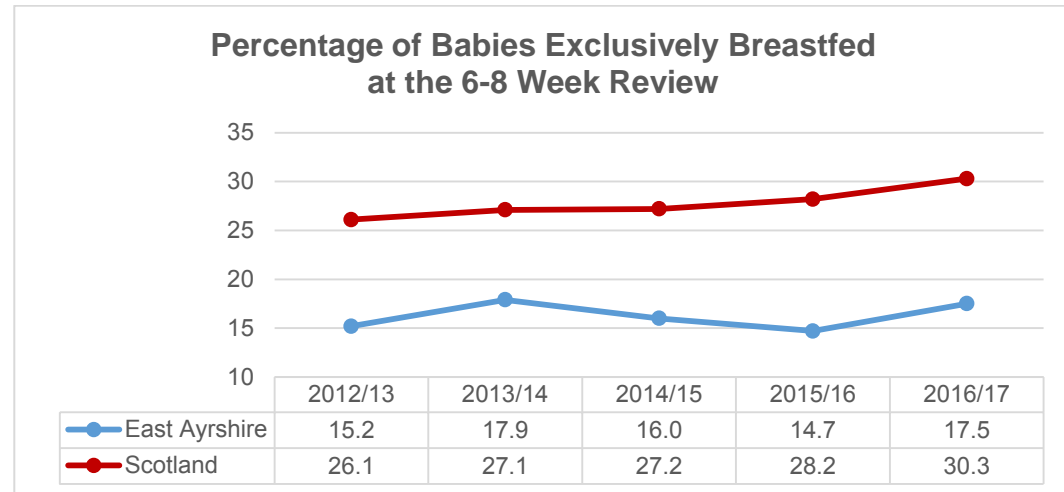


Source: Information Services Division Scotland, SCOTPHO

## Breastfeeding

In East Ayrshire, breastfeeding rates continue to be well below the Scottish average, which is showing an increasing trend.

Community Planning Partners in East Ayrshire are committed to implementing a range of activity to ensure that our children have the best start in life, including supporting and promoting breastfeeding initiatives.



Source: Information Services Division (NHS Scotland)

## Childhood Obesity

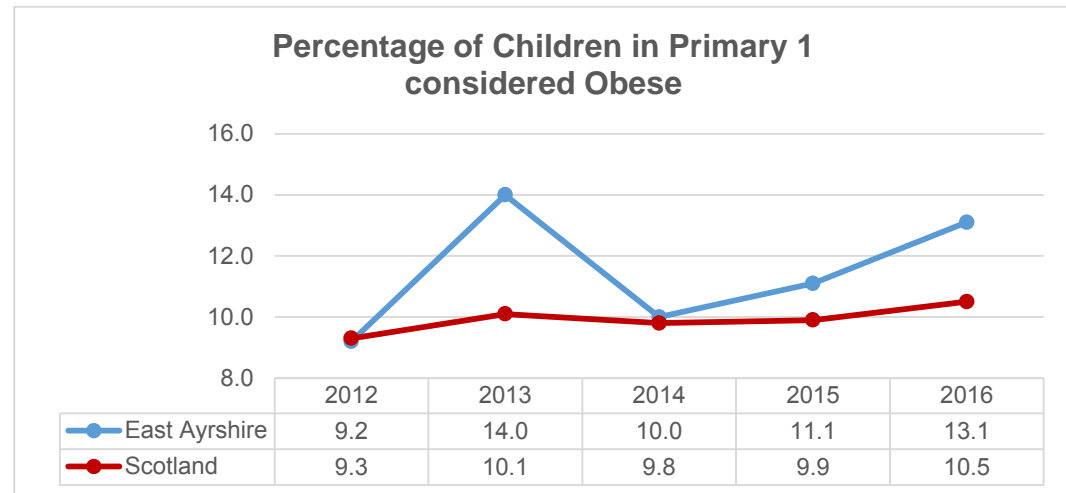
Childhood obesity is associated with long term effects on wellbeing, linked to high blood pressure, high cholesterol and diabetes.

The universal child health programme includes monitoring of the levels of healthy weight in P1. Around 13.1% of P1 children in East Ayrshire are classified as obese or severely obese on this measure.

There is fluctuation around this average over time with no obvious trend. This is similar to the national average 10.5% over the time period.

A strategy group is in place with responsibility for the implementation of the phases of the healthy weight strategy, including underweight.

Benchmarking for healthy weight for 2016 shows East Ayrshire (13.1%) above 'family group' partnership areas (10.9%), and slightly above the national average (10.5%), with the lowest quartile rates of childhood obesity in P1 being 9.2%.



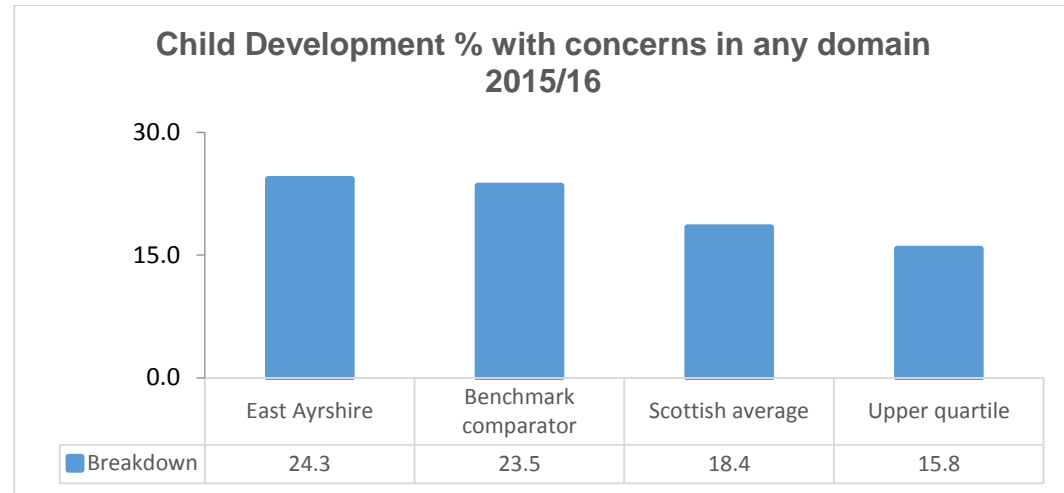
Source: Children and Young People Profile, SCOTPHO

## Child Development

The 27-30 month review is part of the universal health programme delivered in Scotland. The aim is to ensure high take up of the 27-30 month review to promote early identification and action to improve outcomes, to maximise, as expressed in national guidance, 'the promotion of strong early development'.

In 2015/16, East Ayrshire has higher level of concerns identified in any domain (24.3%) than the Scottish average (18.4%).

Speech, language and communication was the developmental domain where most concerns were identified. This has led to specific partnership action in developing communication initiatives and the Linking Language and Literacy programme.



Source: Information Services Division (NHS Scotland)/ScotPHo

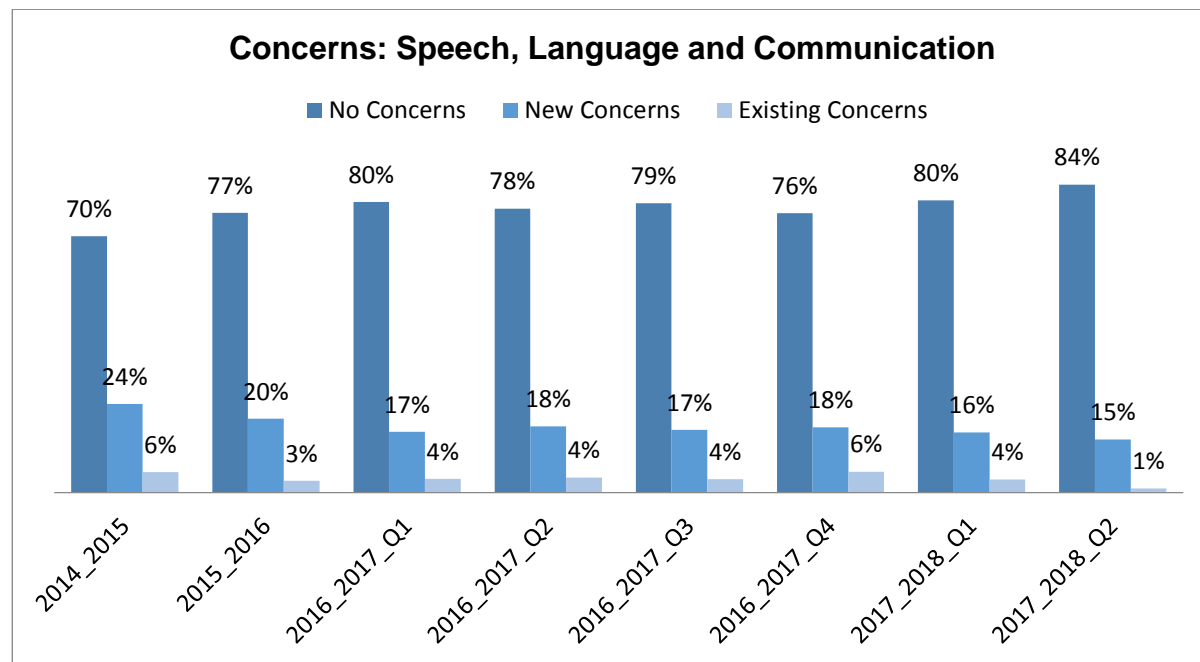
## Linking Language and Literacy Initiative

The Linking Language and Literacy (LLL) initiative focuses on reducing concerns in Speech, Language and Communication at the 27-30 month assessment.

The LLL initiative has shown significant improvement with total concerns related to Speech, Language and Communication in the Irvine Valley falling from 31% as at the 2014 baseline to 12% in 2016 and is being sustained at 14% in 2017/18 (Q2). The LLL initiative was introduced in the Doon Valley area in October 2017.

The overall position for Speech, Language and Communication across East Ayrshire continues to improve, with the level of no concerns increasing from 70% to 84%.

Multi-agency teams are focusing on identifying children and families in need of support, providing creative supports, increasing community awareness and capacity.



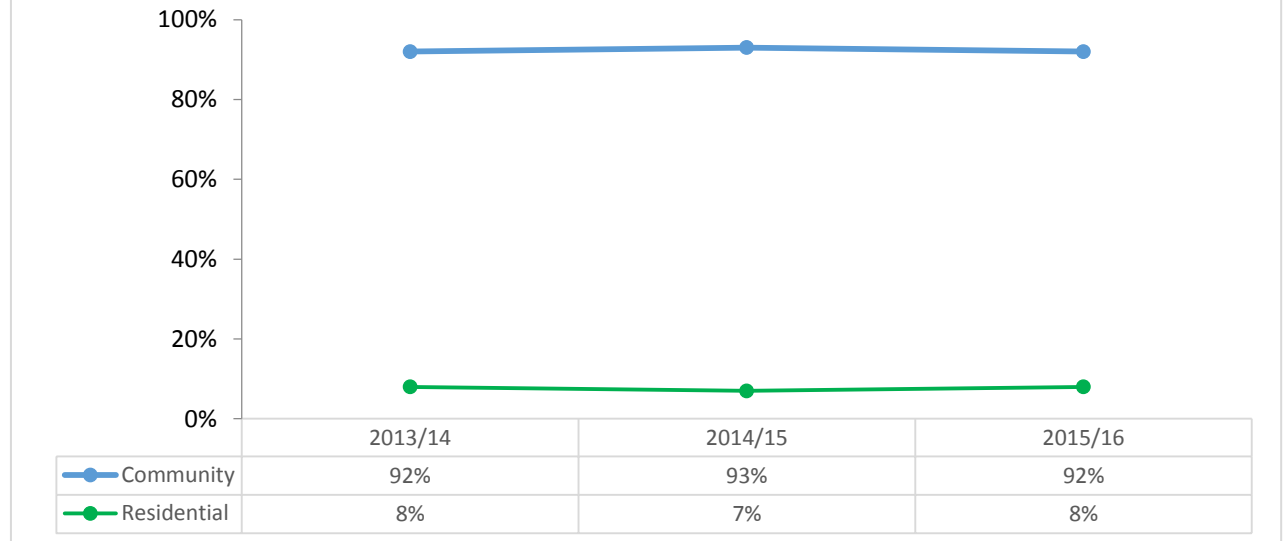
Source: East Ayrshire Council/Postcode data NHS (unpublished)

## Looked After Children – Balance of Care

The balance of care for looked after children and young people is strongly in favour of community settings, with 92% supported in community versus residential accommodation in 2015/16 in East Ayrshire, compared with 90 per cent across Scotland as a whole. (Source: Scottish Government /Improvement Service Local Government Benchmarking Framework).

Within this trend, there has been a reduction in external foster care placements and improvement in internal recruitment rising from 45 in 2013/14 to 61 in 2015/16. Outwith area placements were also reduced over the period.

**Looked After Children - Balance of care between those placed in community settings and those in residential care - East Ayrshire**



Source: East Ayrshire Council



# SECTION 5 – POVERTY



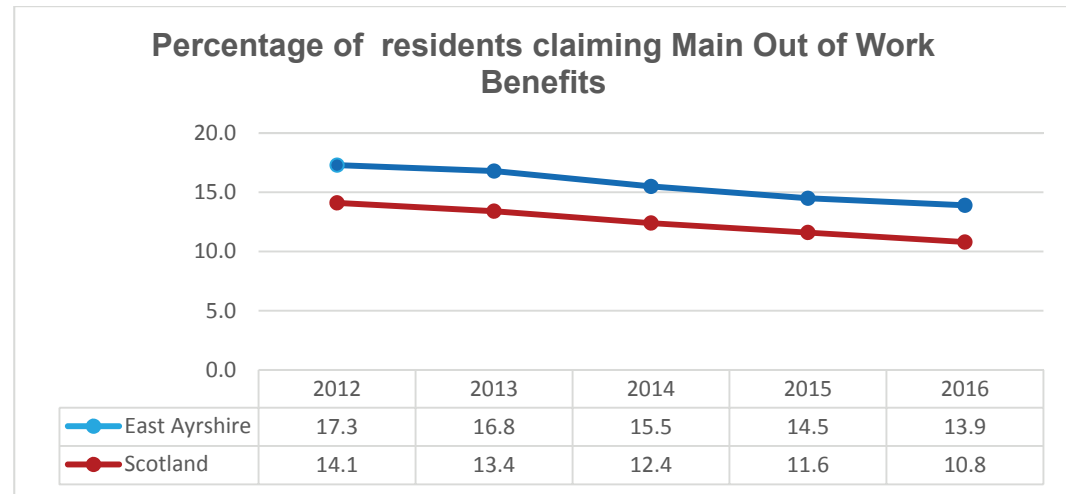
## Out of Work Benefits and Income Deprivation

The percentage of residents in East Ayrshire claiming out of work benefits is decreasing in line with the Scottish trend but is higher than the Scottish average.

Further analysis is underway to determine if the reduction in 2016 is the result of the qualifying criteria becoming more stringent or certain issues being excluded from decisions, which would impact on performance.

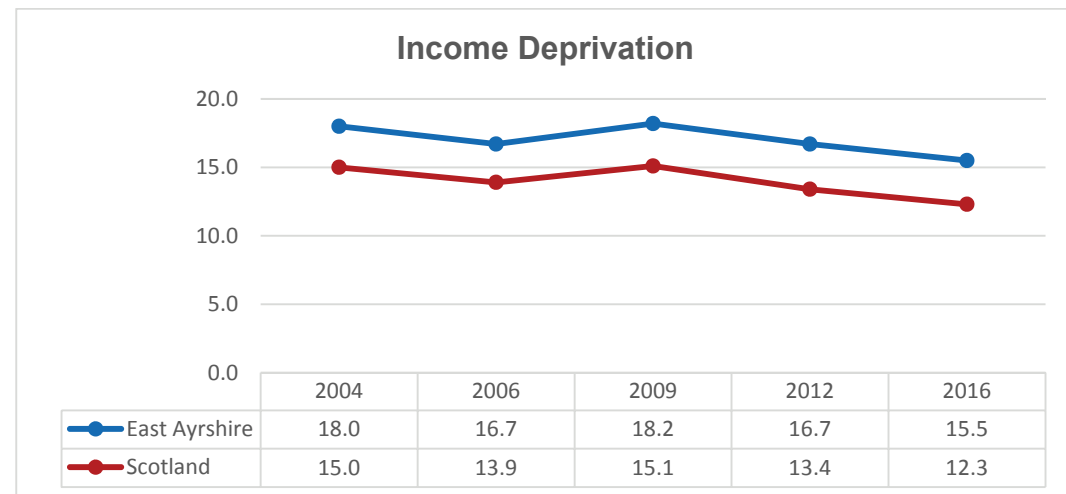
In East Ayrshire, the percentage of the population defined as income deprived (15.5%) in 2016 is above the Scottish average (12.3%).

Community Planning Partners are committed to addressing issues of poverty and deprivation as a priority in East Ayrshire.



Source: Nomis

Note: Main out of work benefits includes; jobseekers, ESA and incapacity benefits, lone parents and others on income related benefits. Figures provided do not yet include claimants on Universal Credit.



Source: Scottish Index of Multiple Deprivation, Income Domain, Scottish Government

## Low Income and Material Deprivation

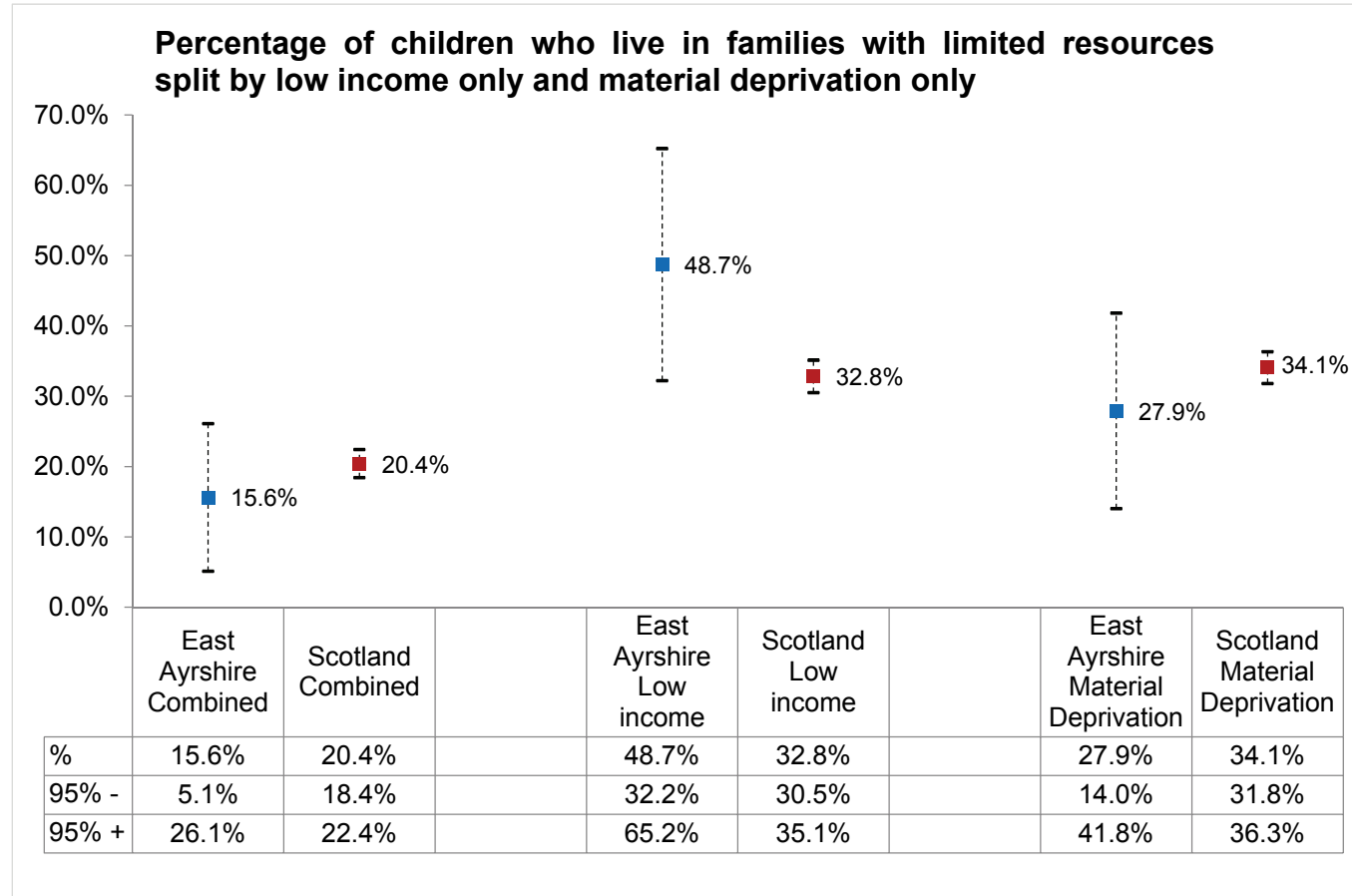
15.6% of children in East Ayrshire live in combined low income and material deprivation.

Almost half (48.7%) of children in East Ayrshire live in a low income household.

27.9% of children in East Ayrshire live in a material deprived household.

A family lives in material deprivation when they cannot afford three or more items from a list of 22 necessities.

Note: The proportions shown in the chart carry a degree of uncertainty as they are calculated based on a sample of the population; therefore, confidence intervals have been included on the chart. As the bars overlap, there may not be a real difference between the two groups.



Source: Scottish Government; Children in families with limited resources across Scotland 2014-2016

Limited resources defined as combined low income and material deprivation.

Error bars show 95% confidence interval.

## Household Income

The following extract from the East Ayrshire Community Planning Partnership Residents' Survey 2017 highlights low-income households; 8% of households in East Ayrshire said their household income was less than £15,600 a year, 14% said that it was between £16,000 and £31,199, and 12% said that it was over £31,200.

What would you say your total household income is before tax and other deductions?				
	2008	2011	2014	2017
Up to £5,199	3%	2%	2%	0.6%
£5,200 and up to £10,399	17%	12%	16%	2.7%
£10,400 and up to £15,599	6%	7%	12%	4.6%
£15,600 and up to £20,799	4%	11%	7%	3.7%
£20,800 and up to £25,999	3%	10%	4%	4.8%
£26,000 and up to £31,199	1%	2%	3%	5.1%
£31,200 and up to £36,399	0%	1%	2%	2.5%
£36,400 and up to £51,999	0%	2%	2%	4.1%
£52,000 and above	0%	1%	1%	5.8%
Prefer not to say/Don't know	66%	52%	53%	66.2%

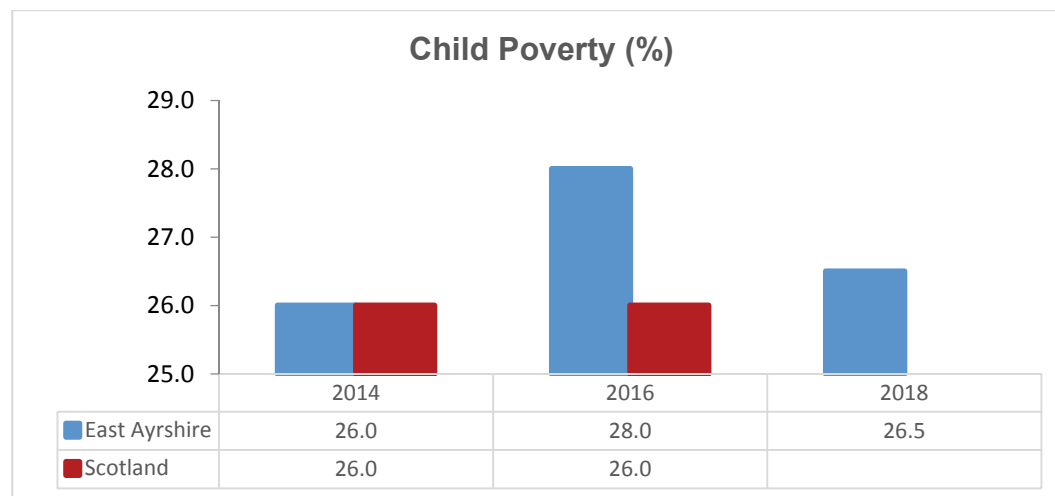
Source: East Ayrshire Residents' Survey 2017

## Child Poverty

The percentage of children living in poverty (after household costs) in East Ayrshire has increased from 26% in 2014 to 28% in 2016. Child poverty in East Ayrshire was third highest in Scotland in 2016.

Tackling child poverty has been one of the Community Planning Partnership's strategic priorities over the last three years and the latest data release (January 2018) has identified that 26.5% of children in East Ayrshire are living in poverty. (Scottish average is currently unavailable.)

While evidence of progress is positive, tackling child poverty remains embedded in the work of the Community Planning Partnership across East Ayrshire.



Source: End Child Poverty/Child Poverty Map of the UK  
Scotland figures for 2018 unavailable.

## Free Meal Entitlement

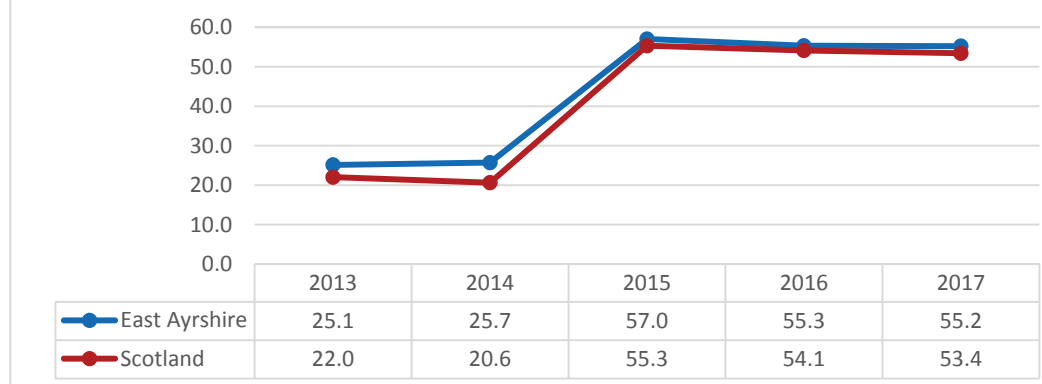
Free meal entitlement in East Ayrshire's primary schools has remained consistent over the last 2 years.

Figures post 2014 increased dramatically as a result of the Scottish Government launching an initiative making all P1-P3 pupils eligible for free meals.

Free meal entitlement in East Ayrshire's secondary schools have remained generally consistent across the past five years while national data has seen a slight decline in the same period.

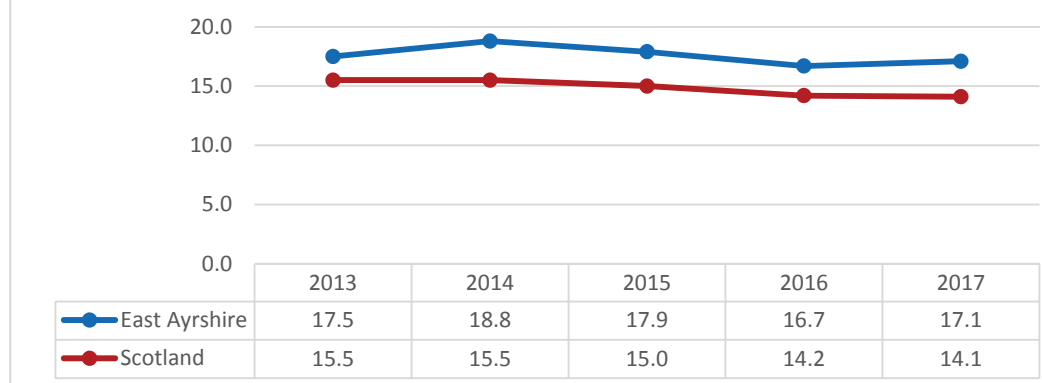
A range of initiatives is being progressed in East Ayrshire to increase the uptake of free school meals in East Ayrshire, including targeted promotion to families.

Percentage of Primary School Pupils registered for Free School Meals



Source: Scottish Government, Healthy Living Survey

Percentage of Secondary School Pupils registered for Free School Meals



Source: Scottish Government, Healthy Living Survey

## Scottish Index of Multiple Deprivation 2016

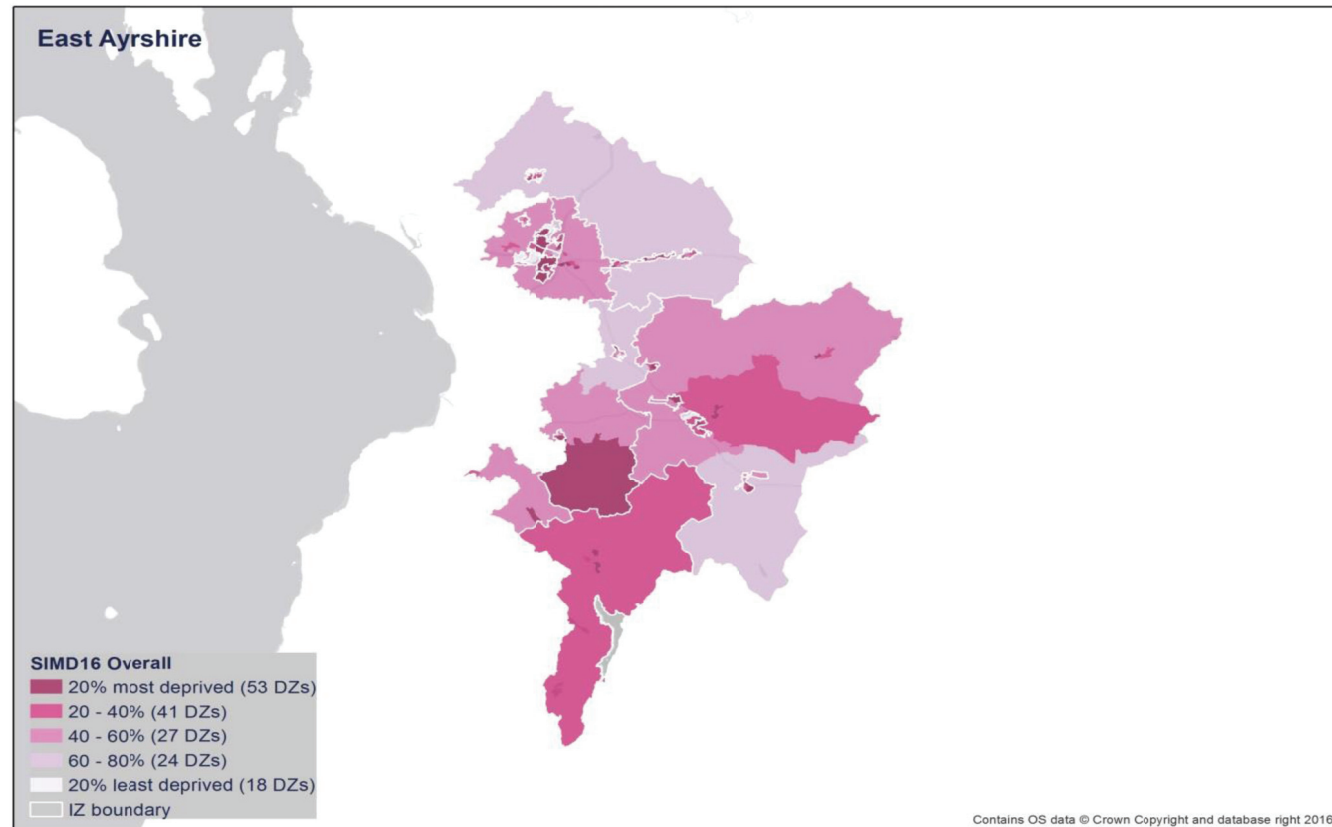
There are 163 datazones in East Ayrshire.

In East Ayrshire, there are:

- 10 datazones in the most deprived 0-5%
- 8 datazones in the most deprived 5-10%
- 18 datazones in the most deprived 10-15%
- 17 datazones in the most deprived 15-20%.

Targeted work is being focused in the following communities in East Ayrshire, which include datazones in the most deprived 0-5% as identified in the overall SIMD 2016 and experiencing significantly poorer outcomes than the rest of the area:

- Kilmarnock North
- Kilmarnock South
- Bellsbank/Dalmellington
- Muirkirk.



The Scottish Index of Multiple Deprivation (SIMD) is used to identify the most deprived areas in Scotland. SIMD identifies small area concentrations of multiple deprivation across all of Scotland in a consistent way. It allows effective targeting of policies and funding where the aim is to wholly or partly tackle or take account of area concentrations of multiple deprivation.

There are 6,976 datazones in Scotland, each comprising on average 760 people. SIMD ranks datazones from most deprived (ranked 1) to least deprived (ranked 6,976). People using SIMD will often focus on the datazones below a certain rank, such as the 5%, 10%, 15% or 20% most deprived datazones in Scotland.

Source: Scottish Index of Multiple Deprivation 2016



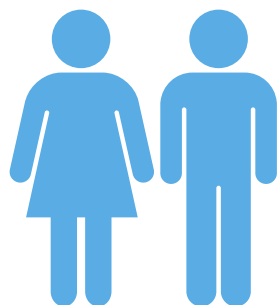
# **SECTION 6 - LOCALITY PROFILES SUMMARY**



# KILMARNOCK LOCALITY

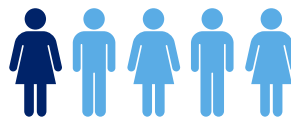
## POPULATION

The population of East Ayrshire is expected to remain fairly stable between now and 2030. Over the same time, there will be a large increase in the number of older people. Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live and work, and to visit; however, inequalities continue to exist within and between our communities.



**56,033**

people live in the  
Kilmarnock  
Locality



1 in 5 people are aged 65 or over



1 in 5 children  
live in poverty



There will be a significant increase in the number of older people by 2030

## ECONOMY & SKILLS

A key driver underpinning future prosperity and the ability to realise the potential of our communities is a local economy which achieves sustainable growth. Delivering economic recovery and growth contributes to better outcomes for young and old, improved health, employment, inclusion, and safer and stronger communities.



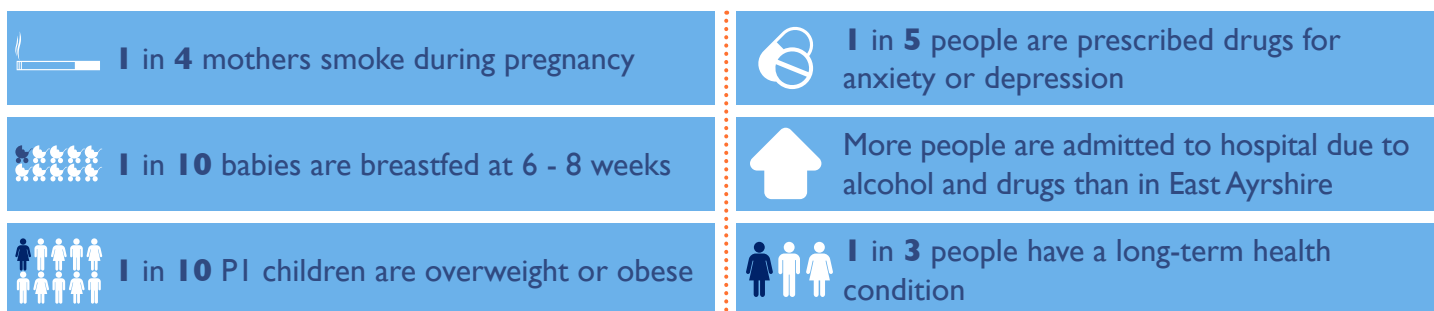
## SAFER COMMUNITIES

East Ayrshire is a safe place to live. Crimes of public disorder and violence have continued to reduce. We want to continue this downward trend and ensure that people feel safe in their homes and communities.



## WELLBEING

Positive health and wellbeing is at the heart of our Community Plan. We recognise the significant challenges in respect of the wellbeing of our communities and will work through our integrated health and social care arrangements to tackle these challenges.

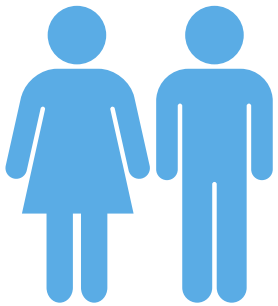




# NORTHERN LOCALITY

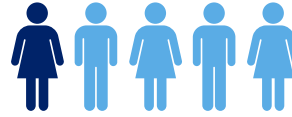
## POPULATION

The population of East Ayrshire is expected to remain fairly stable between now and 2030. Over the same time, there will be a large increase in the number of older people. Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live and work, and to visit; however, inequalities continue to exist within and between our communities.

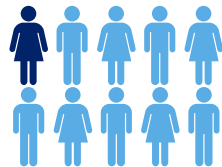


**26,348**

people live in the Northern Locality



1 in 5 people are aged 65 or over



1 in 10 children live in poverty



There will be a significant increase in the number of older people by 2030

## ECONOMY & SKILLS

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## SAFER COMMUNITIES

East Ayrshire is a safe place to live. Crimes of public disorder and violence have continued to reduce. We want to continue this downward trend and ensure that people feel safe in their homes and communities.



There were 10 fire casualties and fatalities in the Northern Locality in 2015/16

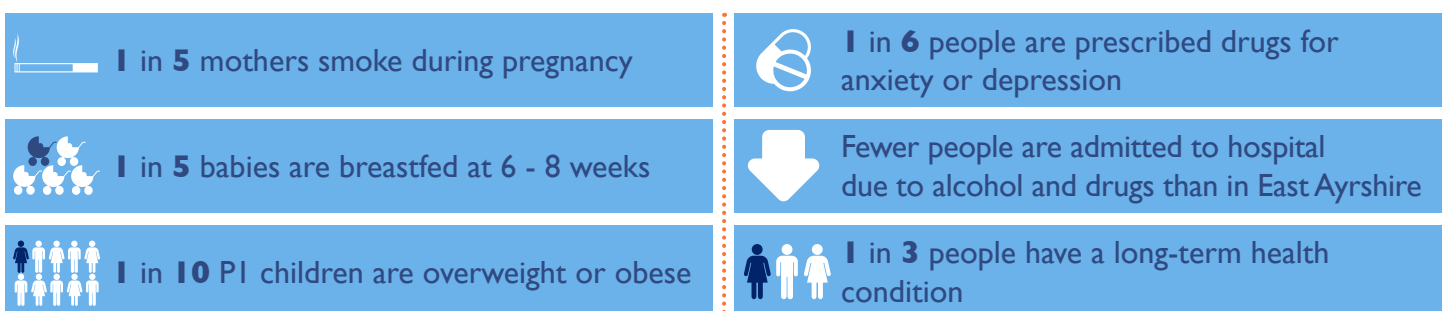


The rate of dwelling fires in the Northern Locality was notably lower than the rate recorded for East Ayrshire



## WELLBEING

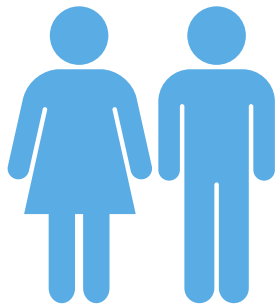
Positive health and wellbeing is at the heart of our Community Plan. We recognise the significant challenges in respect of the wellbeing of our communities and will work through our integrated health and social care arrangements to tackle these challenges.



# SOUTHERN LOCALITY

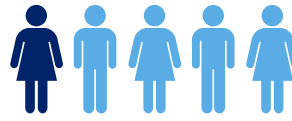
## POPULATION

The population of East Ayrshire is expected to remain fairly stable between now and 2030. Over the same time, there will be a large increase in the number of older people. Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live and work, and to visit; however, inequalities continue to exist within and between our communities.



**39,679**

people live in the Southern Locality



1 in 5 people are aged 65 or over



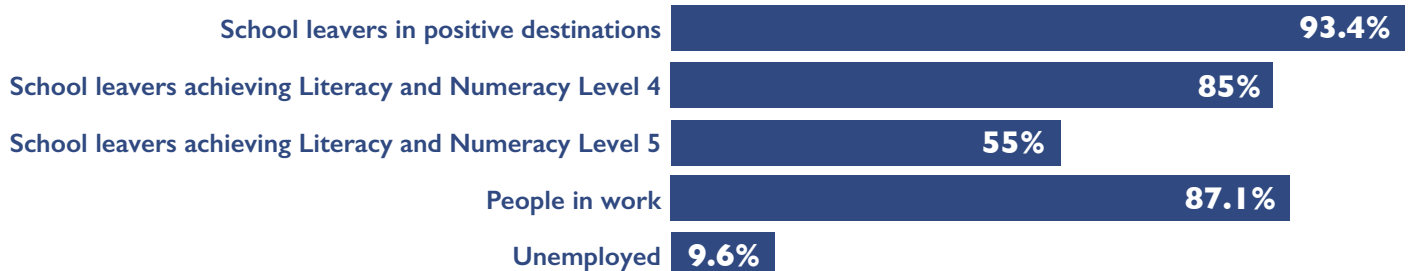
1 in 5 children live in poverty



There will be a significant increase in the number of older people by 2030

## ECONOMY & SKILLS

A key driver underpinning future prosperity and the ability to realise the potential of our communities is a local economy which achieves sustainable growth. Delivering economic recovery and growth contributes to better outcomes for young and old, improved health, employment, inclusion, and safer and stronger communities.



## SAFER COMMUNITIES

East Ayrshire is a safe place to live. Crimes of public disorder and violence have continued to reduce. We want to continue this downward trend and ensure that people feel safe in their homes and communities.



There were 8 fire casualties and fatalities in the Southern Locality in 2015/16



The rate of dwelling fires in the Southern Locality was notably lower than the rate reported for East Ayrshire



## WELLBEING

Positive health and wellbeing is at the heart of our Community Plan. We recognise the significant challenges in respect of the wellbeing of our communities and will work through our integrated health and social care arrangements to tackle these challenges.



**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP**  
**LOCAL OUTCOMES IMPROVEMENT PLAN – AREA PROFILE**

Useful Links

1. [East Ayrshire Community Plan 2015-2030](#)
2. [East Ayrshire Locality Profiles](#)
3. [East Ayrshire Community Led Action Plans](#)
4. [East Ayrshire Community Planning Partnership Residents' Survey 2017](#)
5. [East Ayrshire Tenant Satisfaction Survey 2017](#)
6. [Scottish Index of Multiple Deprivation 2016](#)
7. [Statistics.gov.scot](#)
8. [Nomis Official Labour Market Statistics](#)
9. [Information Services Division \(NHS Scotland\)](#)

For further information, contact:

Policy Planning and Performance Division, East Ayrshire Council; Tel: 01563 576000; Email: [communityplanning@east-ayrshire.gov.uk](mailto:communityplanning@east-ayrshire.gov.uk)